



"Dallas — Commercial Air Center of the South"

"Our Drivers Soon Find out the Advantages of Autocar Short Wheelbase"



4-cylinder Autocar (Model KA), one of four Autocars owned by the Boedeker Manufacturing Company of Dallas

The Boedeker Manufacturing Company are the largest manufacturers of ice cream in Dallas. They started using Autocars over two years ago and recently wrote the Dallas Autocar Direct Factory Branch telling of their experiences with Autocar economy and durability:

"A little over two years ago we purchased our first Autocar truck, which we pushed right into real hard service. Since that time we have purchased our fourth.

"We find these trucks most economical in cost of operation, and our drivers soon discover the advantages of the distinctive Autocar short wheelbase in downtown driving.

"We are well satisfied with our trucks and are pleased to recommend the Autocar to anyone in need of heavy duty trucking equipment."

Autocar Sales and Service Company of Texas

2701 Main Street, Dallas

Robert R. Harper, Manager

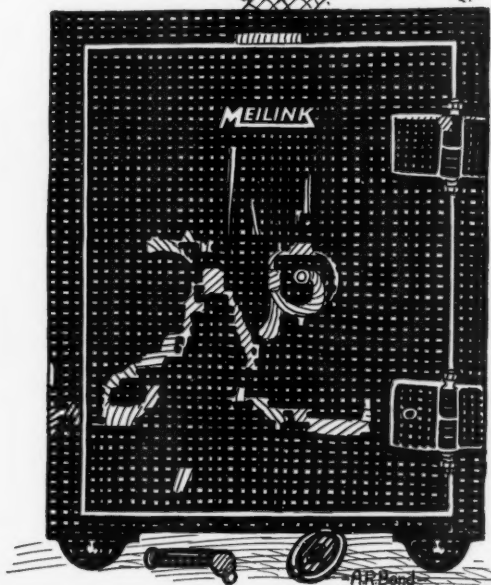
Telephone Y-1529

Direct Factory Branch of The Autocar Company, Ardmore, Pa., Established 1897
Branches in 51 Cities

Autocar

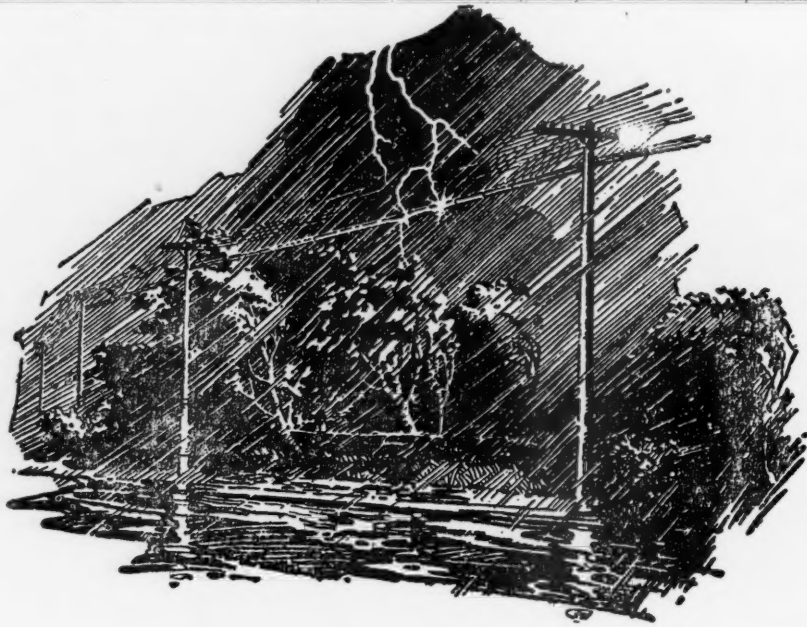
gas and electric trucks
EITHER OR BOTH - AS YOUR WORK REQUIRES

All The Tools of unlawful skill have Again Failed



DRAWN FROM AN
ACTUAL PHOTOGRAPH
OF A
CLARKE & COURTS
MEILINK
SAFE
After the
Unsuccessful
Attempt

CLARKE & COURTS
1523 EXCLUSIVE MEILINK AGENCY 1523
Commerce Commerce



Lightning!

SUMMER TIME is a trying period for the telephone repair forces.

A stroke of lightning sometimes will burn off a long distance wire for several feet — occasionally it destroys a pole. . . . When lightning strikes a telephone cable it usually puts many telephone lines out of order.

If either your local or long distance telephone service is cut off by lightning or wind storms this summer, you may be sure that every effort is being made to restore it as quickly as possible.

**SOUTHWESTERN BELL
TELEPHONE COMPANY**





THE News maintains the ablest and most extensive staff, the most completely equipped plant and the greatest investment in the Texas newspaper field.

These are not the sole sources of leadership, but they are the assets by which leadership is maintained.

The News is today the greatest newspaper Texas has ever known.

The Dallas Morning News



A partial view of the private office of Mr. Clarence Linz, President, and Mr. Eli Sanger, Vice President-General Manager, Sanger Bros., "The South's Largest Department Store." Equipped with Doten-Dunton Modern Colonial Matched Furniture, supplied by Stewart Office Supply Co.

MODERN OFFICE FURNITURE of INSTITUTIONAL QUALITY

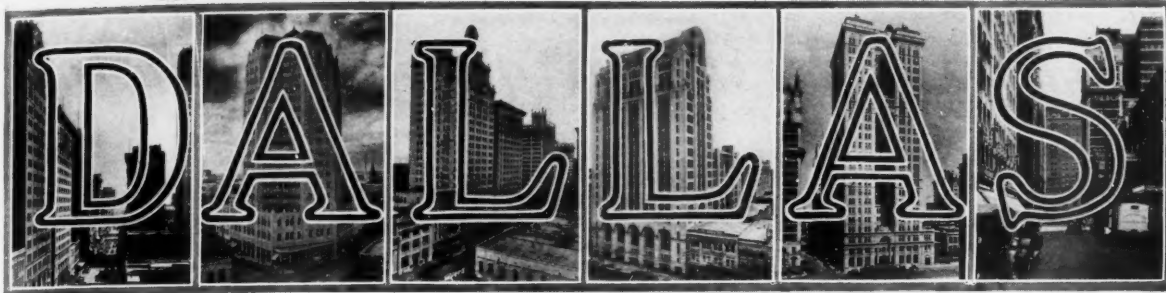
THE heritage of design and workmanship which prevailed among the craft guilds of old are our constant inspiration. The quality of Doten-Dunton Office Furniture will bear comparison with the prized craftsmanship of an earlier day—yet you get Doten-Dunton quality for what many people pay for the ordinary. We welcome your inspection of our display—without obligation.

STEWART OFFICE SUPPLY Co.

1810 MAIN STREET

DALLAS, TEXAS

COMMERCIAL STATIONERS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 5

May, 1926

No. 5

Dallas Moves North!

By COL. PAUL HENDERSON, General Manager, National Air Transport, Inc.



WHILE other cities of importance in various parts of the United States are waiting, without much prospect of their hopes being realized for many years to come, for the approach of the air routes, Dallas has the good fortune of being situated on the natural line of air communication between Chicago and the great business centers of the Southwest. This chance of location makes it a terminal for the most important feedline which the transcontinental Postoffice Air Mail is likely to have. The National Air Transport, Inc., which begins its mail and express service over its 1,000-mile route on May 12, brings Chicago within 12 hours of Dallas. The new line also makes New York accessible within 24 hours, as the northbound N. A. T. fliers reach Chicago in time to catch the night Air Mail east.

It is estimated that there are between 20,000,000 and 25,000,000 people, and those among the most prosperous in the world, living and doing business in the 400-mile strip of territory, stretching 2,400 miles from Galveston to Boston, which is essentially served by the N. A. T. Through the close connection between the N. A. T. and the New York-Chicago Postoffice Air Mail route, the business efforts throughout the whole 2,400 miles and beyond will henceforth be more closely linked than ever. Even closer connection is due to come in time. This fall, it is expected, the N. A. T. will institute a through express service from Dallas to New York, and the officials look forward to the time when their entire route between Chicago and Dallas will be illuminated at night, admitting of mail and express service twice each way daily.

Financially Advantageous

THE Chambers of Commerce from Chicago to San Antonio are preparing to celebrate the opening of the N. A. T. service as an event of vast significance in the business world. In

Col. Paul Henderson, general manager of the National Air Transport, Inc., was formerly Second Assistant Postmaster General of the United States. Col. Henderson entered the Government service in April, 1921, and he was chiefly responsible for the establishment of night flying on the transcontinental air mail route. He resigned from the Post Office Department in August, 1925, to direct the activities of the NAT, Inc.

The National Air Transport, Inc., has an authorized capital stock of \$10,000,000, of which \$2,000,000 was paid in at the time of organization. It is the largest private aerial transportation company in the world and the men who are behind it are numbered among the leading financiers of the United States.

most of the cities along the way, banks, financial houses and other concerns which require the rapid transmission of their mail and packages have joined the movement to guarantee the new line daily business. This form of co-operation is highly important, because the N. A. T. will be under expense in putting its big pioneer effort into effect. It has no Government subsidy like the air mail and passenger lines of Europe, and must depend upon the patronage of those who appreciate it to pay its way.

The Postoffice Department has arranged to allow air mail to be posted in any letter box and in any envelope, so long as properly marked and provided with the right postage. However, for the sake of making sure of quick handling, users will do wisely in using the envelopes with the red, white and blue stripes, since they may so easily be separated from the rest of the mail. The cost of sending let-

ters by air mail will be 10 cents an ounce, or fraction of an ounce, between any two points on the N. A. T. route. This is enough, when a letter is to be passed from the planes to train service along the way. When the letter is to be turned over to the night air mail to carry to New York or transfer to the train service east of Chicago, the cost will be 15 cents an ounce, or fraction of an ounce. Package mail will cost at the same rate.

The southbound N. A. T. plane will leave Chicago daily at 5:45, upon arrival of the night air mail flier from New York. Special delivery mail, posted at Chicago early in the morning, will be delivered in Dallas and vicinity on the evening of the same day. The schedule provides for the arrival at Dallas at 5:35 p. m. Mail destined for Galveston, Houston, San Antonio and other cities beyond the southern terminal of the line, will arrive in time for the first delivery the following morning. The northbound N. A. T. plane will collect the mail at Dallas at 7:30 a. m. daily. This plane gets to Chicago at 7:20 p. m., transferring its mail to the overnight plane of the Postoffice Department, which arrives in New York in time for first delivery the next morning.

Flying Trucks

THE N. A. T. mail and express service will start with ten "Carrier Pigeons", a great ship developed by the Curtiss Aeroplane and Motor Company, Inc., especially for commercial purposes. Each plane costs \$20,000, carries half a ton of mail and packages and cruises at the rate of 100 miles or more per hour. The \$300,000, which the N. A. T. is spending for planes and spare parts, forms a substantial part of the \$750,000 outlay it has undertaken in establishing its air lines and fields.

N. A. T. pilots have been flying the planes, as they were completed, from the factory at Buffalo, N. Y., by way of Cleveland, the transcontinental air

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America's First Aerial Good Will Tour

By FRED PRUTER, Chairman, Dallas Air Good Will Tour, and Secretary Dallas Flying Club

WHEN the first air mail good will tour in the history of the Nation was proposed, it seemed an immense undertaking. Now, with that page of history turned by Dallas men, it has become an immense achievement.

Traversing 1,500 miles in less than seventeen flying hours, the Dallas men carried their message of business friendship and Southwestern consciousness to thousands of hearty recipients. The entire trip was notably without a single mishap.

Sponsored by the Southwestern Retailers, the tour received the active support of the Dallas Flying Club, the Chamber of Commerce, the Dallas Postoffice, the National Air Transport Company, Inc., and other civic and business interests. Piloted by keen denizens of the air, the representatives of these concerns and organizations safely pioneered Southwestern skies for the air mail service.

The trip signalized in advance the

opening of the Dallas-Chicago air mail route. A fete at Love Field in Dallas on the evening of May 6, is another, more localized observance of the same great transportation epoch. The service itself will start May 12.

Wherever the Dallas men flew, they received warmest expressions of

welcome, kindest regards and attention. Many cities frankly made their bids for establishment of feeder air lines, connecting them at Dallas with the service which will bring the entire Southwest twelve hours nearer to the busy North. Hearty congratulations to Dallas on its attainment of the distinction of being the Southern terminus of the great air line also were extended.

Although not marred by the slightest suggestion of an accident, the trip was not lacking in thrills, most of these being of a humorous turn. The luck of the voyage was crowned by a return to Dallas as the thirteenth stop of the trip, on Friday, with thirteen passengers in seven ships.

But that is getting ahead of the story, as the window washer said when a cyclone blew him higher into the air. Early on the morning of April 28, which was a Wednesday, six trim ships were made ready at Love Field for the departure. The sky was slightly hazy, with a morning dampness which cleared when the

(Continued on page 24)



Pictures of the start of the first Aerial Good Will Tour ever undertaken in the Southwest. In the center, John W. Philp, postmaster, is telling Dallas what he wants in the way of co-operation. In the lower picture is shown part of the group which took part in the trip. Reading from left to right: John W. Philp; Fred Pruter, chairman; Lt. W. C. Morris; B. B. Owens; "Freckles"; Joe Noyes; Pete Taylor; Tom Hardin; Robt. J. Smith; Capt. S. C. Coon; Mrs. Curtis Vinson; Curtis Vinson; Byron Good.

After the First Great Splash is Over

The Success of the Air Mail Depends on Knowing How to Use It.—By ROBERT J. SMITH

IN THE end, the consumer pays."—(*The Economist's Bible*.) Thanks to the foresight, the vision, the progressive spirit, or whatever pet phrase conveys this thought to you, Dallas has Air Mail service, effective May 12th at 7:30 o'clock a. m., when the first Curtiss "Carrier Pigeons" speed northward under a burden of mail made up of many letters from souvenir collectors, and a smattering from the business man. In view of the former contributors, we may reasonably expect to see three plane-loads leave Dallas on that memorable day.

Well and good—quien sabe? As a matter of fact, it would be splendid—if Hizzonner, our esteemed postmaster, could be assured a continuance of the souvenir mail. But he can't. Which is another color of black horse, and brings us back to exactly our starting point, or person—John Doe—you! For the accomplishment, which we have by common consent credited to ambition, has the usual strings attached. We find, on making a more than casual examination, that in addition to "getting something," we promised to deliver something—MAIL.

Easy Pickin's

ASIGH of relief. "If that is all," you say, "everything is lovely, and the goose hangs high." Well, as a matter of fact, it is all—and then again it isn't, for we promised much MAIL and its up to us to deliver. Again the sigh. "Not so bad after all. Same thing in different words. Why, this business, alone, can furnish, every day—well, let's see: What is this Air Mail, anyway? Where does it go? And what does it cost? Does it really mean anything in time-saving? How about the safety factor? What are insurance rates? Will it carry registered mail?"

That's where your Chamber of Commerce comes in.

To answer the questions asked, in

the order named, is easy—always providing that we can get the answer in the space available.

Heads Up!

THE Air Mail is the 20th Century's answer to the call for speed in practical communication and transportation. It will do all of the things claimed for it, plus as many additional as you will allow. The airplane is to communication what steam was to the railroad and ocean vessel. It is efficiency exemplified. It is the doing today what has been done day after tomorrow—or the next day.

The Air Mail goes wherever progressive business men want it. This sounds trite, and is, but a glance at the accompanying map of lines in operation (see page 22) bears it out.

As Mail to Male

FOR you, Mr. Banker, representing as you do the pulse of commercial life, it will work wonders. Your New York funds are available the second business day when the plane is used, as compared with the fourth day (due to clearing house hours) by rail. On a \$3,000 item the interest and air mail postage equalize. From this, sum up your savings increase correspondingly. Consequently, to quote the Aircraft Year Book, "Today the heaviest patrons of the Air Mail are the banks and brokerage houses. The reason is apparent. The commodity these people deal in is money. 'Time is money.' To save time is for the

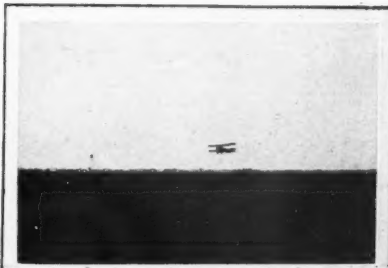
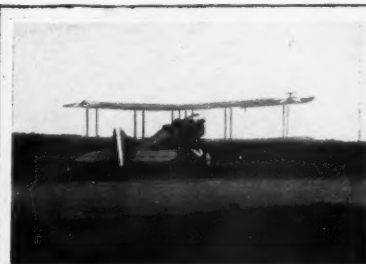
banker to save money. It has been estimated that there is probably half a billion dollars in daily 'float,' or process of collection, throughout the United States. Most of this is circulating in the air mail 'belt.' If collection can be accelerated, interest is reduced and unproductive funds are put to work. That is why bankers, traditionally regarded as most conservative, are, for the Air Mail, most enthusiastic."

On further reference, we find the import and export business second only to the bankers, for sometimes to catch a steamer means to save weeks.

Contrary to a logical (?) supposition, the railroads are heavy users of the speedy airplane, for, to an executive whose life has been spent in transportation and communication, any new means of acceleration is interesting. To the small mind it may appear as a rival; to the broad mind it is a supplement.

Branch houses, realizing the possible

(Continued on page 23)



All the pictures shown above were taken at the 117-acre Municipal Landing Field at Love Field. 1—An Army DeHaviland taking off for San Antonio, two and a half hours from Dallas by air. 2—The ship taxiing to the head of Love Field just before taking off. 3—Postmaster Philp standing beside the Curtiss "Carrier Pigeon." The mail compartment may be seen just above Mr. Philp's head. 4—The Travelair, a plane built at Wichita, Kansas. This plane is one of two owned by Major Joe Noyes, president of the Dallas Flying Club. 5—One of the two Government hangars at Love Field. In the foreground are the quarters of Lt. W. C. Morris, commander of the Dallas Airport. The radio and meteorological station is located here. 6—Warming up a Government DeHaviland after refueling at Good & Foster's aerial garage. —Staff Photos.

Will This Be Dallas?

THE opinion of a fool," said Mark Twain, "is worth as much as that of a wise man, since neither is worth a farthing." With an odiferous bouquet like that awaiting the writer

upon the completion of his task, he will venture no fixed opinions, nor run the risk of stumbling headlong into the first classification by attempted prophecy. Rather will he stroll the middle road of speculation, hopeful that the coming years will call him neither visionary nor fool, but wise.

Aviation is still so new that man is bound by its spectacular development—the thought still gripping him that the flying machine defies, instead of harnesses, the laws of nature. He yet remains a trifle nervous of this new toy which roars its way through the heavens.

There are none who doubt but that the airplane will soon be completely domesticated, and few who do not see that day when every country home will have one tethered to the family washline. Just as the automobile has given America a new freedom, so will the airplane extend the boundaries of that birthright.

But before hopping off into the mist-enshrouded future, a glance at the recent past will serve as a check to show that the development which we may reasonably expect of the future will be no more marvelous or magical than that of the last twenty-three years.

A Long Story

FOR centuries sages had foreseen the day when man would at least learn the secret so long monopolized by the feathered tribe, but it remained for the Wright brothers, in 1903, to officially inform the world that man had found his wings.

The next seven years added much to the knowledge of experimental aeronautics. Curtiss, Farman and Bleriot wrote their names in blazing trails across the skies. They and their contemporaries were regarded as supermen and, in truth, they were. In 1913, Fowler had crossed the American continent by air—in 151 days. A year later, Pegoud deliberately made a loop and proved that this stunt was not a species of spiritual metamorphosis.

Undoubtedly the Great War unchained the minds of men from their earth-bound ideas of transportation and showed them that henceforth they would go from place to place upon the wings of wind. Since 1919 the safety factor of aircraft has been increased to such a point that there are thousands who think no more of traveling by air than of taking an Oak Lawn street car.

Our country has been crossed from dawn to sunset—and has been flown without a landing; three nations have sent their ships across the Atlantic, and the United States has flown its planes around the world. Today the poles are the last frontiers awaiting aerial conquest.

Star Gazing

IF the progress of aviation during the first quarter of the present century were charted and the line extended upward, without a drop, a prophet might foresee the day when Mars would badly need a landing field. But in this article we will play safe and speculate, as we promised at the first, rather than try our hand at outright prophecy. We will follow the "safety first" idea that subconsciously must have protected H. G. Wells when he claimed, in 1902, that by 1950 "there would be heavier-than-air machines capable of practical use in war, though he was well aware



that this statement would excite considerable ridicule." Shades of General Mitchell!

But to return, if you will allow the expression, to the future, a few of the many changes which are bound to occur will be mentioned. If no objections are forthcoming, we will add about five years to our ages and see what the good year 1931 has to offer in the way of variety.

Tiptoeing into the mahogany-paneled board room of the Amalgamated Airlines, Inc., we will listen to the president deliver his annual message of cheerful optimism:

"It is an honor (this start is still being used in 1931) and a pleasure, I may add, to address this, the fourth annual meeting of the stockholders of the Amalgamated Airlines, Inc. The year just past has been replete with splendid proofs of aerial progress. And Dallas can be justly proud of its new-found title: 'The Commercial Aviation Center of the South.' (Applause).

"During the last four years we have carried 10,657,109 pounds of goods; 8,718,665 pounds of mail, and 173,554 passengers. Our planes have flown 34,000,000 miles, and our safety record is well on a par with that of land transportation agencies. Our air mail record is exceptionally brilliant, for, during the period under discussion, we have lost but 127.9 pounds of mail and it has taken 789,100 miles of flying to kill a pilot. Truly an enviable record!

"The insurance companies are recognizing this record and on many lines you may now ship goods and insure them at lower rates by air express than by other means of transportation.

"Included in the present equipment of our lines are planes capable of

transporting heavy freight such as automobiles, furniture, and machinery. Plans are being laid for the establishment of many new mail and express routes, and additional passenger planes are being ordered."

This report contains many other interesting details, but as we will shortly be compelled to get back to 1926, we must hurry. There is one other document which you might enjoy glancing over.

Futuristically Speaking

It is a letter written by one Jonathan Due to a friend of his in Tibet. Mr. Due is making his first trip to the United States since 1926 and he naturally finds much to marvel at.

Here is the letter:

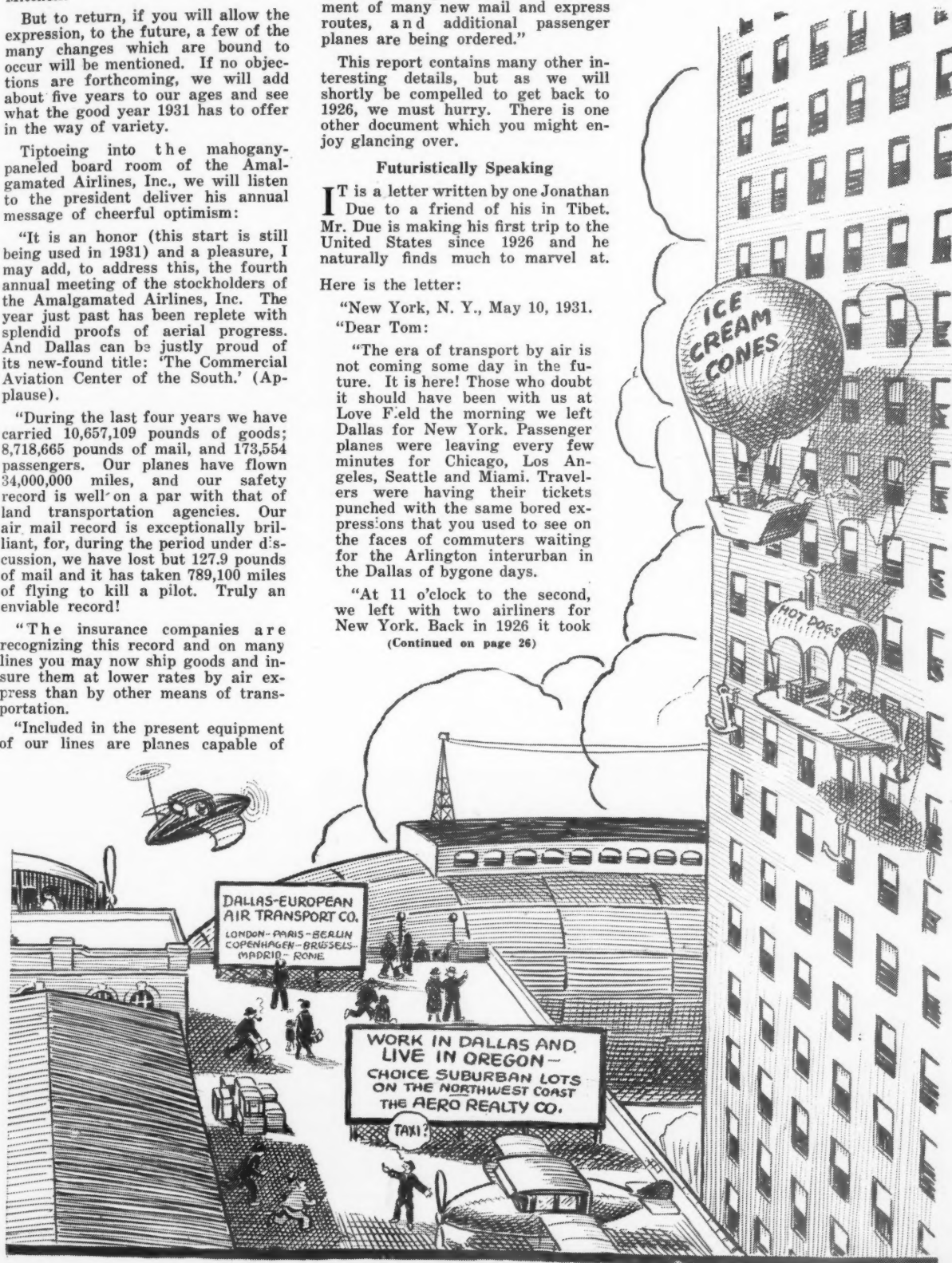
"New York, N. Y., May 10, 1931.

"Dear Tom:

"The era of transport by air is not coming some day in the future. It is here! Those who doubt it should have been with us at Love Field the morning we left Dallas for New York. Passenger planes were leaving every few minutes for Chicago, Los Angeles, Seattle and Miami. Travelers were having their tickets punched with the same bored expressions that you used to see on the faces of commuters waiting for the Arlington interurban in the Dallas of bygone days.

"At 11 o'clock to the second, we left with two airliners for New York. Back in 1926 it took

(Continued on page 26)



Wanted: A Ford for Dallas

By E. H. BROWN, *Who Claims He Hears a Gentle Tapping at the Door*

THE automobile built Detroit. Some day, some city will rise to a position of eminence, built by the airplane. It may be at present an insignificant hamlet; it may be one of our great cities of today which will add laurels to its crown—it may be Dallas!

The airplane is undoubtedly the coming swift messenger of commerce. The United States already ranks second in the world in the number of miles flown on established air routes, France being the only country which exceeds ours. The recent establishment of new air mail routes will prove a stimulant in the operation of commercial lines.

Passenger transportation by airplane will probably develop but

slowly. This is because the plane can earn a much higher revenue on an equal weight of mail or express matter and, therefore, to carry passengers the fares would be so high as to be prohibitive. Passenger transportation by air will probably go to the dirigible or lighter-than-air machine, as the dirigible can carry a proportionately heavier paying load.

But, as a means of personal transportation, the airplane offers unique advantages over the automobile and, with the successful establishment of air mail lines and commercial routes, the people at large will soon take to the air. Even now, right here in Dallas, a number of Dallas business men own and operate personal planes, and have done so for several years. At least one Dallas business man has two.

Opportunity Knocks

THE future demand for planes will thus come from two sources: high-powered planes for mail, express and commercial service; and small, high-speed planes for personal use. It is in the second class that lies the great opportunity for plane manufacturers as the demand for the personal planes will correspond to the demand for pleasure automobiles in comparison with motor trucks.

The manufacture of airplanes is at present an "infant industry," but it is destined to grow rapidly in importance. A check of the plane manufacturers of the United States shows thirty-three factories scattered north, east, south and west. It is interesting to note that no city has

more than two airplane manufacturers, and only four cities can boast so many. This indicates that the industry as a whole has not yet centralized to a few leading points of production. It also means that Dallas has an equal opportunity to capitalize upon its location as an air center and develop into the leading aircraft manufacturing city.

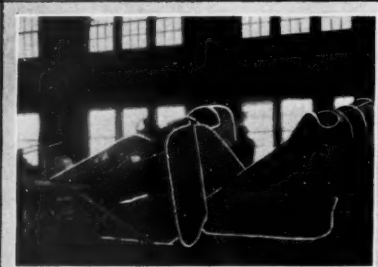
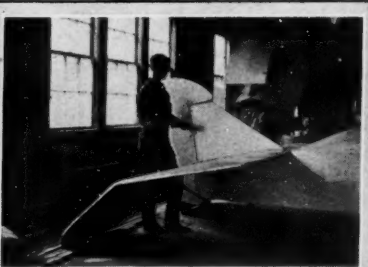
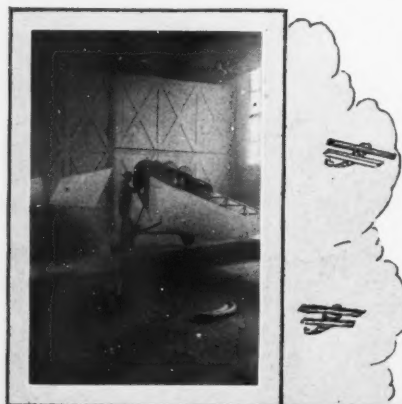
Already Represented

DALLAS possesses one factory which builds airplanes from the ground up, except the motors. The Southern Airways, Inc., has three factory buildings at Love Field and are constantly turning out finished planes. Over three hundred finished planes have been sold from Dallas by the Southern Airways, and the Curtiss Airplane & Motor Company—almost a plane every other day—in the past two years. In addition, the Southern Airways, Inc., sells airplane parts to at least fifteen plane manufacturers located in other cities in the United States. It has sold planes to all except seven States in this country, and shipments have been made to five foreign countries. Three different types of planes are manufactured by this company, the ST-1, the ST-2, and a new model on which production is just starting.

In addition, another company, Good & Foster, while not manufacturing planes, are doing a large business in rebuilding and reconditioning planes purchased from the Government. Present production is about one plane a week, and when the supply secured from the Government is exhausted, this concern plans to enter the field for the manufacture of complete planes at Love Field.

Wings for Dallasites

ANOTHER concern at Love Field, the Stewart Aircraft Corporation, specializes in wings and fuselages and has complete facilities for the manufacture of all but the motors. As a matter of fact, there are but three or four plane factories in the entire United States which build their



1—Interior of the Stewart Aircraft Corporation, showing the detail of the wing construction in which this company specializes. Mr. Stewart, proprietor of this company, is seen at the left. 2—Mechanic in the Stewart Aircraft Corporation's factory attaching the control wires which govern the rudder. 3—Fuselages in course of construction in plant of the Stewart Aircraft Corporation. The fuselage on the right has been covered, a mechanic is working on the center fuselage, while on the extreme left may be seen the skeleton outlines of a third. 4—Installing motor in a Dallas-made plane at the plant of the Southern Airways, Inc. 5—A view showing a number of completed wings at the Southern Airways factory. 6—Fuselage ready for wing and motor assembly.

—Staff Photos.

own motors. The situation is akin to that in the automobile field. The great majority of automobile manufacturers do not build their own motors.

With such an excellent foundation in the plants now operating at Love Field, and with the unusual advantages possessed by Dallas for the manufacture of airplanes, it would seem that Dallas has a real opportunity before it. The conditions surrounding the manufacture of planes are considerably different from those which influence other kinds of manufacture and these conditions are present in Dallas to an unusual degree. The future greatness of Dallas as an aircraft manufacturing center is not an assured thing by any means, but we have the nucleus around which it may be formed.

Dallas has one of the best municipal flying fields in the United States today; plenty of ground is available near Love Field, at comparatively low prices, which is suitable for factories; it offers year 'round good flying weather, which is an item of great importance to the manufacturer who must test each plane produced by flying it a certain number of hours; there is an abundant supply of skilled labor and technicians; much of the hardwood used in airplane construction is procurable locally in Dallas; Dallas manufacturers are already making excellent qualities of paint and "dope" at prices considerably lower than this material is sold elsewhere (about one barrel of varnish is required per plane); and Dallas is already one of the leading airplane markets in the United States, as one of the largest dealers in airplanes and parts in this country is located at Love Field.

Pre-Trust Days

UP to the present time the production of airplanes has been largely carried on as a matter of individual construction. Quantity production, such as obtains in other industries, has not been developed to any great extent, with the natural result that the cost of airplanes is high. About 90% of the manufacturing cost of an airplane—exclusive of the motor—is represented by labor. Prices of planes today range from about \$2,500 to \$3,-

500 for small planes seating one or two passengers, just as the first automobiles, crude as they were in comparison with modern cars, brought prices that would be ridiculous today. Not that the present-day airplanes are crude—on the contrary, an airplane is not a vehicle which would fly successfully if crudely constructed. But, when production is put on a volume basis, the same planes which now sell for \$2,500 to \$3,500 will be sold for not over \$1,500 to \$1,750. And the manufacturer will be able to realize a nice profit at that price.

Based upon a production of 10 completed planes a month, selling at \$2,500, a working capital of approximately \$100,000 is sufficient to establish an airplane factory. This does not signify, of course, that anyone with \$100,000 can set up in business as an airplane manufacturer. But, by employing skilled mechanics and technicians, an expert designer, and an experienced sales force, and by the use of modern mechanical equipments and production methods, this amount is enough to equip and man a plane factory if competently managed. On this basis the net profit would be nearly 100% annually on the investment.

A Coming Investment

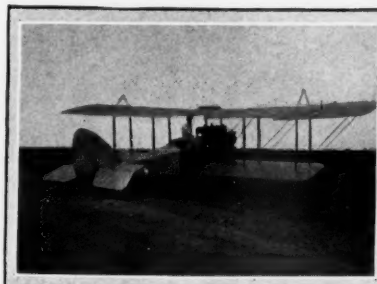
AIRPLANE manufacture offers a legitimate field for investment, but the prospective investor should keep before him the fact that the airplane is still in a formative stage, and such an investment is, therefore, highly speculative. New developments in the industry, improved models, may completely change manufacturing methods, thus rendering obsolete former models and calling for expensive changes in equipment. An example of this is the present

tendency toward all-metal planes superseding the wooden construction. No one should invest in the manufacture of airplanes who is unable to wait for dividends or who cannot afford to risk the possible impairment of his capital. The airplane is here to stay and each year will see a greater number in use, and Dallas offers an ideal location for the establishment of successful factories. But the investor is urged to proceed with caution until his investigation shows that the risk is not unreasonably high. If airplane manufacture is engaged in just as would be any other business, and ordinary common sense business methods are applied, this industry offers a profitable field for investment.

The following quotations from the report on civil aviation by the Joint Committee on Civil Aviation of the United States Department of Commerce and the American Engineering Council are informative:

"In 1918, at the close of the war,

(Continued on page 30)



1—Mechanic in the factory of the Southern Airways, Inc., preparing to place a motor in the waiting fuselage. 2—Hangar of the Dallas Airplane Company, which specializes in cross-country passenger trips. 3—L. A. Winship, one of the partners of the Southern Airways, Inc., standing beside a finished plane which is ready to be tested. E. C. Hammond is the other proprietor of this company. 4—A Dallas-made plane. A product of the Southern Airways, Inc. The mechanic is testing out the motor. 5—Aerial garage of Good & Foster, showing several reconditioned planes turned out by this company. The plant of Good & Foster is the official fueling station at Love Field. 6—Another view of one of the buildings of the Southern Airways, Inc., showing several planes in course of construction. —Staff Photos.



"Powerhouse of the Famous Dallas Spirit"

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

M. L. BOHAN, EDITOR
EARL Y. BATEMAN, ADV. MGR.

Vol. 5 May, 1926 No. 5

DALLAS CHAMBER OF COMMERCE OFFICERS

E. R. BROWN	President
L. O. DANIEL	Vice President
B. A. EVANS	Vice President
GEO. WAVERLEY BRIGGS	Vice President
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Real Estate Board—Henry S. Miller, Pres.; R. H. Cullom, Secretary.
Automotive Trades Assn.—John E. Morris, Pres.; J. H. Connell, Executive Secretary.
Kessler Plan Association—Dr. E. H. Cary, Pres.; John E. Surratt, Secretary.

OFFICE: Chamber of Commerce Building, 1101 Commerce St., corner Martin. Telephone X-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member Chamber of Commerce of the United States

D. C. C. Membership Growing

DURING the month of April there were Two New Budget Subscribers, Four Budget Increases and Sixty-eight new individual members added to the Chamber of Commerce Roll making a total of seventy-six new memberships.

New members added since January 1st now total 322.

NEW BUDGET MEMBERS

Golden Pheasant Restaurant, Paul C. Bathias; Restaurant and Cafe; 1507 Commerce Street.

Montgomery, P. O'B. Contractors; 808½ Commerce Street.

BUDGET INCREASES

Continental Savings & Building Association, Ralph A. Beaton; 1305 Main Street.

Gifford Construction Co., 611 North Texas Building.

Jacob E. Decker & Sons Sales Co., 2227 Griffin Street.

Harrison Smith Company, Guy E. Smith; 2123 Commerce Street.

NEW INDIVIDUAL MEMBERS

The Arnol Company, Morgan A. Staples; Graphite, Oils and Greases; 1214 Camp Street.

Art Sheet Metal & Model Works, V. Kraft; Sheet Metal Products; 208 Henry Street.

Automotive Supply Company, Harry Klibanow; Tires and Tubes—Wholesale and Retail; 2100 Jackson Street.

Bailey, Burns & Fitzpatrick, H. L. Fitzpatrick; General Contractors; 808½ Commerce Street.

Mrs. E. Barksdale, (The Emporium); 1002 Elm Street; Ladies Ready-to-Wear—Retail.

Bradshaw Chevrolet Company, H. D. Bradshaw; Automobiles; 2650 Main Street.

Builders Service Bureau, Inc., C. M. Wheeler, President; Architects, Loans & Investments; 511-14 Praetorian Building.

Burton Barber College, H. L. Gerard, Vice President; Barber Shop; 602 Commerce Street.

Century Electric Company, V. G. Cox; Electric Motors and Fan Manufacturers; 614 Mercantile Bank Building.

The Chicago Restaurant (Kosher), H. Casper; 209 S. Akard Street.

Roscoe E. Copman; Laboratory Apparatus; 917 Santa Fe Building.

Court House Filling Station, R. C. Hooper; Filling Station; 101 S. Houston Street.

Dallas Film Board of Trade, Don C. Douglas, Secretary; Film Exchange; 2009½ Jackson Street.

Dallas Mutual Life Association, A. W. Macdon; Insurance Company; 805-6 Praetorian Building.

Dallas Paper Company, S. S. Mallinson; Paper and Paper Products—Wholesale; 2211 Laws Street.

Dallas Upholstering & Manufacturing Co., Donald Atkins; Furniture Mfgs. and Repairs; 227-29-31 N. Haskell Avenue.

De Vaux Company, C. D. Fromme; Hosiery—Retail; 511-16 Republic Bank Building.

The Dyo Corporation, R. J. McCord; Mfgs. Leather Dressing and Shoe Polish; 3424 Commerce Street.

Edison Shop, S. H. Lynch; Radios and Supplies, Phonographs; 1300 Elm Street.

Fifth Avenue Tailors, J. J. Prude; Tailors; 1310 Main Street.

Finck Cigar Factory, H. R. Grant; Cigars and Tobacco—Wholesale and Retail; 4036 Commerce Street.

Ford Rent Company, Ben Lebowitz; Taxicabs (Driverless Cars); 1307 N. Akard Street.

G. & H. Transfer Company, H. T. Green; Transfer and Storage; 2103 N. Akard Street.

The General Advertising Agency, H. L. Du Lany; Advertising; 409 Bullington Street.

Geo. W. Gibson; Men's Furnishings; 1006 Main Street.

Glover Rubber Stamp Manufacturing Co., H. M. Glover; Rubber Stamp Manufacturers; 901½ Elm Street.

Hardy & Carroll, S. E. Hardy; Garage; 609 Main Street.

Harper & Company, T. J. Harper; Photographers; 1706½ Elm Street.

Harvester Life Insurance Co., G. W. Jalonic; Insurance Company; Insurance Building.

H. H. Hodge Company, Inc., H. H. Hodge; Publishers, Job Printers; 906 Stonewall Street.

J. M. House, Candies; Mfgs, Jobbers and Retail; 2417 Irwin Street.

Hurst & Miller Auto Rent Company, W. G. Hurst; Taxicabs; 1610 Commerce Street.

A. S. Johnson; Plumber and Gas Fitter; 1644 Bryan Street.

Jones Pulley & Fan Belt Company, Albert W. Jones; Automobile Accessory Manufacturers; 3113-15 Main Street.

George Lang, Restaurant and Cafe; 1707 Main Street.

Leyhe Piano Company, John L. Leyhe; Pianos, Organs and Phonographs; 907 Elm Street.

Louie & Joe's Delicatessen, Joseph Strauss; Restaurant and Cafe; 1312 Main Street.

Magnolia Cafe, Parker Y. Hooe; Restaurant and Cafe; 106 South Akard Street.

J. B. McKinzie, Jr., (Beechnut Packing Company); Food Products; 208 Interstate Building.

Dr. J. M. McMinn, Dentist; 1510 Medical Arts Building.

Merchants Fast Motor Lines, Gid E. Newman; Motor Freight Lines; 1105 South Lamar Street.

Chauncey Merwin (Franklin Life Insurance Co.); 810 Santa Fe Building.

(Continued on page 28)



1—Byron Good, of Good & Foster. Mr. Good is one of the best commercial fliers in the country.
2—Interior of the office of Lt. W. C. Morris. At the desk is Sgt. J. W. Keister. 3—Lt. W. C. Morris, commanding officer at Love Field.

Pioneer of the Air Mail



JOHN W. PHILP
Postmaster, Dallas, Texas

RENDER unto Caesar that which is Caesar's—and unto Philp, Postage." And add air postage, for John W. Philp is more responsible for the coming of the Air Mail than any other single individual in Dallas.

Dallas has a right to be proud of its postmaster. Mr. Philp is recognized throughout the Nation. Col. Paul Henderson, who was Assistant Postmaster General of the United States, once made the statement that Mr. Philp was one of the three best postmasters in our country, and Dallas has a natural—and logical—tendency to back him up.

In the coming days, when every morning you will hear the deep drone of the Carrier Pigeons as they wing their way north, remember that this service was largely made possible by the vision of the Dallas postmaster.

The Flying Club

THIS city is particularly fortunate in having an active and aggressive flying organization. The Dallas Flying Club, composed mainly of ex-service men, has a membership of approximately 150, and is one of the largest in the United States. This group has co-operated and at times led in the attainment of those things which were vital to Dallas' rank as an air service. The club built the Government Meteorological Station and the quarters for the enlisted men at Love Field. It has been very active in obtaining a municipal flying field, which was finally made possible through the City Government, and its work can be seen in every aerial accomplishment of Dallas.

Completion of transmission line projects now under way will result in interconnection of three-fourths of the more than 400,000 kilowatt capacity of the public utility electric plants of Texas.

SKILL · INTEGRITY · RESPONSIBILITY

WATCH THE A. G. C. JOBS

The buildings now being constructed in Dallas by A. G. C. contractors all carry the red "bull's-eye" seal of the Association—the guarantee of skill, integrity and responsibility.

You pass some of these jobs every day, so watch them carefully and note the manner in which modern builders solve the problems of present-day construction.

FOR BUILDING SATISFACTION—

AN A. G. C. CONTRACTOR!



DALLAS CHAPTER

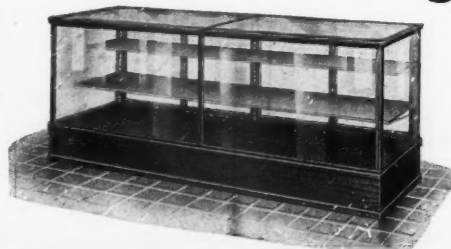
ASSOCIATED GENERAL CONTRACTORS OF AMERICA

BELLOWS · MACLAY CONST · CO ·
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J · O · EVERETT ·
HENDER · CHAMBERS CO ·
HICKEY · HARRINGTON
HUGHES · O · ROURKE CONST · CO ·
T · H · JOHNSON ·
JOPLING · MARSHALL · CONST · CO ·
W · H · KING

L · H · LACY
P · O · B · MONTGOMERY
F · A · MOTE
R · C · NEWCOMB
A · J · RIFE · CONST · CO ·
ROGERS · O · ROURKE ·
R · RUSSELL · STAPLER
STEARMAN · & · SON ·
WATSON · CO ·

Chapter Office · 625 Santa Fe Bldg · Frank · N · Watson · Executive Secy ·

Show Cases



and
Modern
Store
Fixtures

From Manufacturer Direct to
You—at a saving in price and
freight.

SOUTHERN FOUNTAIN & FIXTURE MFG. CO.

DALLAS, TEXAS

How and When to Use the Air Mail

Prepared by JOHN W. PHILP, Postmaster

AIR MAIL

The postage rate on Contract Air routes is 10 cents per ounce or fraction of an ounce on routes of 1000 miles or less; 1500 miles 15 cents per ounce or fraction of. Over 1500 miles 20 cents per ounce or fraction.

When mail is passing over the Transcontinental Government operated air route, the postage will be 5 cents per ounce or fraction of an ounce for each zone or fraction of a zone that it passes over such Government operated route in addition to the contract route postage.

One zone—New York to Chicago.

Another zone—Chicago to Cheyenne.

Another zone—Cheyenne to San Francisco.

Where air mail passes over the Transcontinental Government operated route only, and not over any other air route, the postage is 8 cents per ounce or fraction per zone or fraction of a zone, except over-night route Chicago to New York, the postage is 10 cents.

Any class of mail may go AIR MAIL.

Insured, C. O. D. and registered.

Nothing subject to freezing acceptable.

Air post rates for both Government and Contract routes in all cases include the privilege of transportation by mail, where point of origin or destination is not on the Air Mail line.

A special Air Mail stamp of 10-cent denomination is issued by the Post Office Department for Contract Air Mail convenience. Other Air Mail stamps are also issued in denominations of 8 cents, 16 cents and 24 cents. While it is desirable to use Air Mail stamps, any stamps good for postage may be used.

All Air Mail Schedules, Postal and Contract, are arranged so as to connect, wherever possible, not only with one another, but also with the railway mail trains. Consequently there is hardly a part of the country that can not use some of this combined Air Mail System to advantage.

The Post Office Department has approved the use of special Air Mail envelopes, bearing horizontal red, white and blue stripes. But whether or not these envelopes are used, all envelopes should be marked "VIA AIR MAIL", together with such additional wording as may be recommended by the Postmaster.

The Post Office Department operates a through day and night transcontinental Air Mail Service, New York to San Francisco, a distance of 2757 miles, in an elapsed time of 32 hours. The planes leave either coast in the morning and deliver their cargo on the opposite coast the following evening.

The Post Office Department also operates an over-night Air Mail Service between New York and Chicago, a distance of 754 miles.

AIR MAIL TIME AND RATE SCHEDULE

From	Time	Rate Per	Air
Dallas	Saved	Ounce	Mail
To—	Hrs.	Cts.	To—
Atlantic City	22-s	15	New York
Akron	22-s	15	Cleveland
Bridgeport	37-s	25	New York
Baltimore	37-s	15	New York
Buffalo	22-s	15	Cleveland
Boston	20-s	25	Boston
Brooklyn	37-s	15	New York
Chicago	13-s	10	Chicago
Cleveland	22-s	15	Cleveland
Dayton	22-s	15	Cleveland
Des Moines	13-s	10	Kansas City
Detroit	22-s	10	Chicago
Duluth	13-s	10	Chicago
Elko, Nev.	39-s	20	Elko
Fargo	13-s	10	Chicago
Grand Rapids	13-s	10	Chicago
Hartford	20-s	25	Hartford
Indianapolis	13-s	10	Chicago
Milwaukee	13-s	10	Chicago
Minneapolis	13-s	10	Chicago
Moline	13-s	10	Moline
New Haven	37-s	15	New York
New York	37-s	15	New York
Norfolk	13-s	15	New York
Oklahoma City	12-s	10	Oklahoma City
Omaha	12-s	10	Kansas City
Pasco, Wash.	37-s	30	Pasco
Paterson, N. J.	37-s	15	New York
Philadelphia	37-s	15	New York
Pittsburgh	19-s	15	Cleveland
Portland, Me.	20-s	25	New York
Portland, Oreg.	37-s	30	Portland
Providence	37-s	15	New York
Reno, Nev.	15-s	20	Reno
Richmond, Va.	13-s	15	New York
Rochester	22-s	15	Cleveland
Salt Lake City	39-s	20	Salt Lake City
Saint Louis		10	Kansas City
Seattle	37-s	30	Seattle
Springfield, Ill.	14-s	10	
Spokane	30	30	Pasco
St. Joseph, Mo.	9-s	10	St. Joseph
St. Paul, Minn.	13-s	10	Chicago
Tacoma, Wash.	37-s	30	Seattle
Washington, D. C.	37-s	15	
Wichita, Kans.	13	10	Wichita
Youngstown, O.	22	15	Cleveland

S—indicates special delivery stamp for immediate delivery.



The Travelers Insurance Company have moved their Dallas branch office to the new Republic Bank Building.

J. J. McManus, commercial agent for the Illinois Central, advises the Chamber of Commerce that his system will spend nineteen million dollars for equipment in 1926 and twenty-eight million for roadway and structures.

Dr. C. O. Michael has been chosen exalted ruler of Dallas Lodge No. 71 B. P. O. E., to succeed Charles A. Mangold.

When the Texas Women's Club met at the Adolphus on April 16th, the United Advertising Company erected a welcome poster during the noon-day meal. It was a regulation size poster and was constructed, complete, in 1½ hours.



CLARENCE PENNIMAN

ALLEN PENNIMAN

ANCHOR AWNING COMPANY

3919-21-23 Gaston Avenue (Near Haskell)

DALLAS

An Announcement and An Invitation

After many months of planning, building and arranging, the new home of Anchor Awning Company, on Gaston just west of Haskell, is now ready for your inspection and service.

This building is rather unique as a business building. It is more like an attractive Spanish-type residence. You who appreciate the artistic doubtless will find pleasure in visiting and inspecting this structure, and you are most cordially invited to do so at your convenience, even though you may not be even remotely interested in the products we make here.

In our new home we are able to properly display our products to make selection convenient for those who are interested. At this time we are showing awnings in the latest colors and designs and in the popular new vogues—Hollywood Stripes, Sunset Weaves and Gulf Stream materials. We also are showing a beautiful line of Porch Swings, Garden Umbrellas and Porch and Garden Chairs—offered singly or in tout ensemble.

While we have been looking forward to this new home, we have been building an organization. We now have what is perhaps the best trained and most capable awning planning and making establishment south of St. Louis, and one of the best in the entire United States.

"Beauty and comfort" characterize the products we sell, and into our new home we have built beauty and comfort as a proper setting for the better doing of our work.

We trust that we shall have the pleasure of personally greeting you at an early date in our new home, 3919-21-23 Gaston Avenue, just west of Haskell Avenue.

Very sincerely yours,

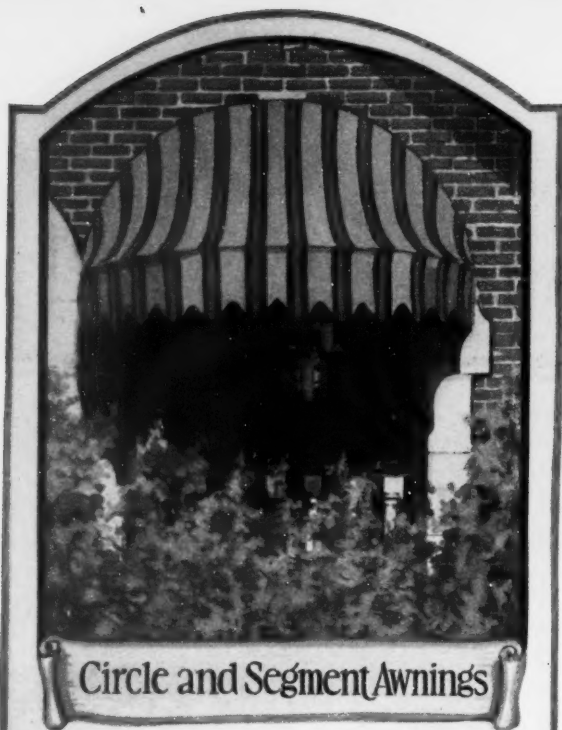
Clarence Penniman

Allen Penniman

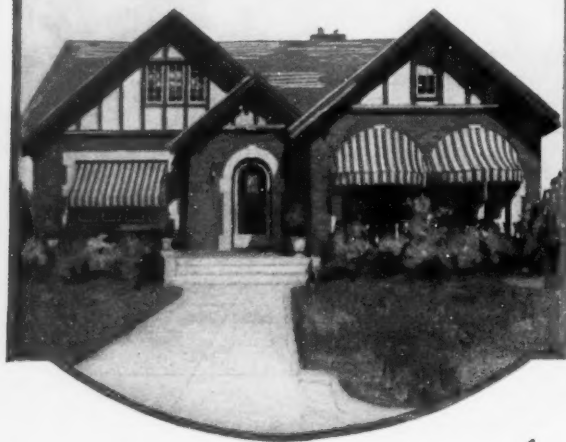
ANCHOR AWNING COMPANY

Informal Opening, Thursday, May 13, 1926, 2 to 10 p. m.

"Beauty and Comfort"

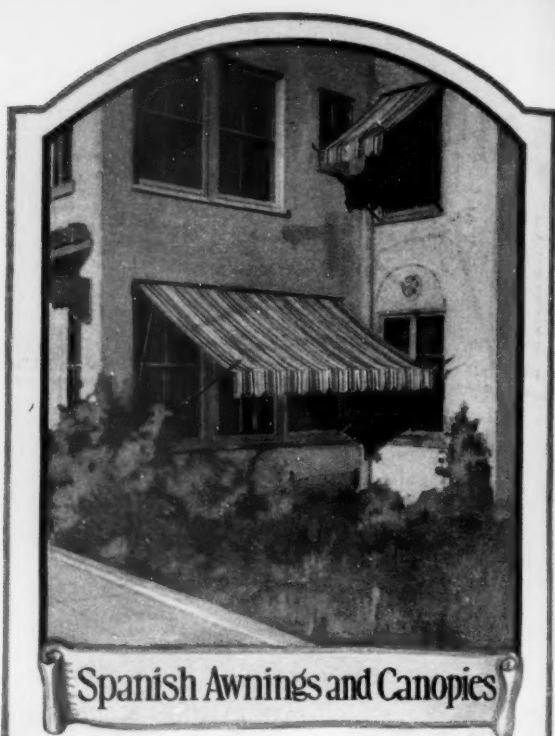


Circle and Segment Awnings



CIRCLE AWNINGS: Especially designed for ornament and protection over segment openings, porches or windows. They are especially recommended for certain styles of architecture, notably where the arched opening is a dominant characteristic.

SPANISH AWNINGS: This awning has been developed especially to meet the requirements of Spanish, Mission and co-related types of architecture now so popular in home construction. With their colorful stripes and ornamental bars, they lend that added touch of beauty so desirable.



Spanish Awnings and Canopies



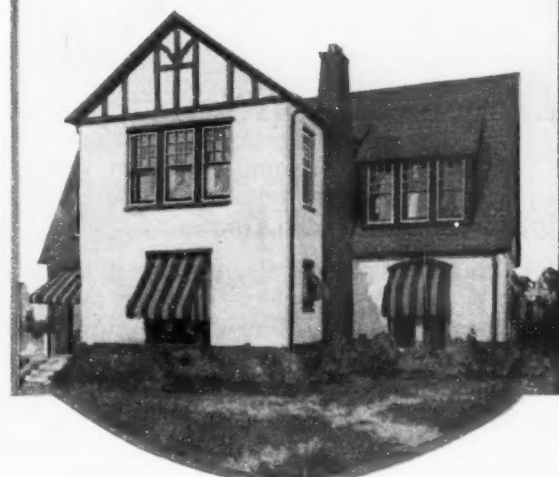
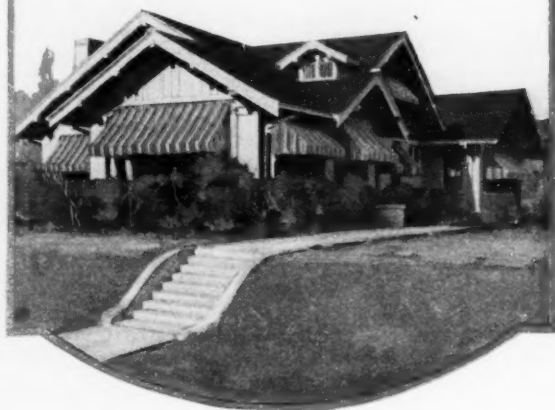
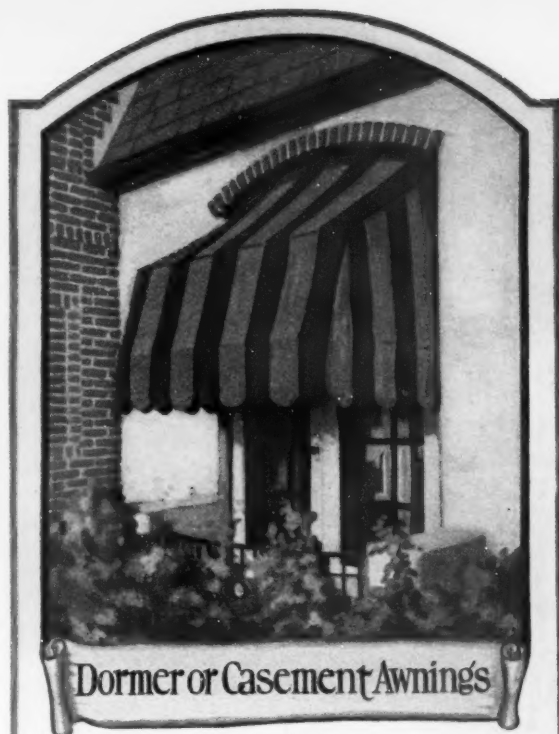
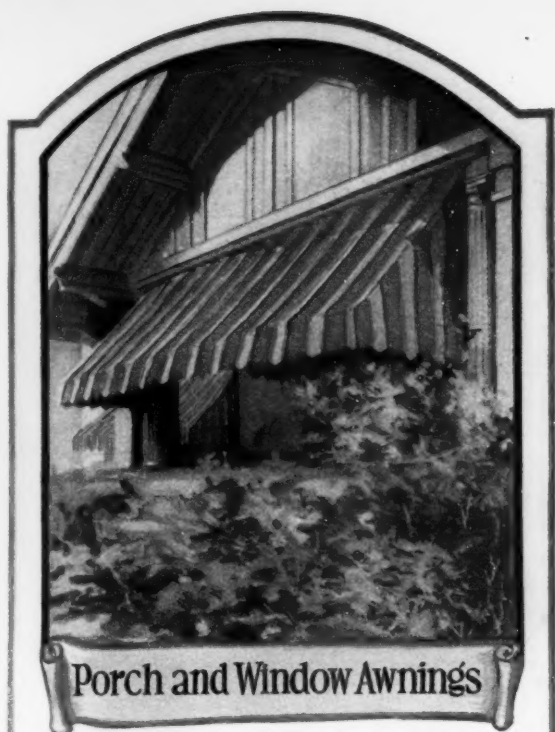
Made Especially for the Need—Colors
Architecture of the

Anchor A

"Beauty and Comfort"

Made to Measure and Put Up
ANCHOR AWNING CO.
3919-21-23 Gaston Ave. (Just West
DALLAS, TEXAS

Telephone U-4114
Without Obligation



Colors and Designs Suited to the
 of the Building

Awnings

and Comfort"

Measure and Put Up by
 AWNING COMPANY
 Ave. (Just West of Haskell)
 LAS, TEXAS

*Let Us Advise With
 You About Awnings*

PORCH AWNINGS: You live on your porch, and the purpose of the awning is to make your porch more livable by materially reducing the temperature during the warm summer months. These awnings also have unusual decorative value.

DORMER AWNINGS: The dormer awning is especially adapted to use over casement windows, to shut out the glare and the heat of summer sun, and to enable you to keep your windows open without injuring rugs, furniture and other valuable household equipment.



Awnings for Apartments and Store Buildings

Follow the Anchor Line for Beauty and Comfort

The Anchor Awning Company assumes the responsibility of advising proper awning equipment for every type of building and every style of architecture, to produce the greatest comfort and charm.

Our representatives are more than mere salesmen—they are awning specialists who have devoted a great deal of time to learning what is correct and why. The men who make our awnings are men of training and experience, and you are assured of the very best obtainable when you follow the Anchor Line.

The Anchor Line of equipment consists of many items built for beauty and comfort:

AWNINGS	TARPAULINS	GARDEN UMBRELLAS	CAMPING EQUIPMENT
TENTS	COUCH HAMMOCKS	PORCH AND GARDEN CHAIRS	

To see the latest fabrics, colors and styles, stop at our new home, 3919-21-23 Gaston Avenue. A hearty welcome awaits you.

If you would like to have a representative call to see you, telephone U-4114

Anchor Awning Company

3919-21-23 Gaston Avenue (Near Haskell)

Dallas

CLARENCE PENNIMAN, *President*

ALLEN PENNIMAN, *Vice President*

Dallas Moves North!

(Continued from page 7)

mail route and Chicago, to the new air line and Kansas City for inspection. Six days before the opening of the route, the planes will begin to operate on regular schedule time, in order to accustom the workers to what must be expected.

The Halfway Stop

KANSAS City, headquarters of E. K. P. Lott, Manager of Operations, about the center of the route, will be the mid-way terminal. The planes from Chicago and Dallas will stop there and transfer their cargoes to relay planes, which will complete the flights. In apportioning out the ten planes, so as to make delays in traffic as remote as possible, four will be stationed at Kansas City, two each at Chicago and Dallas, and one each at the Tri-Cities and Oklahoma City, the quarterway points south and north. Eight pilots will man the ships and take turns in traveling the route, four being assigned daily for that purpose.

There will be seven field managers—the field at Fort Worth being in charge of a clerk merely because of the proximity of Dallas. The seven are: Chicago, E. Van Vechten; Tri-Cities, E. K. Campbell; St. Joseph, the engine repair yard of the N. A. T., Ralph Wishon; Kansas City, R. E. Pfennig; Wichita, E. M. Emmerich; Oklahoma City, H. W. Parker, and Dallas, P. D. Lampert.

The National Air Transport was incorporated a year ago with a capital of \$10,000,000, of which \$2,000,000 has been paid in. No stock is for sale. The writer, who as Second Assistant Postmaster General instituted transcontinental and night flying in the Postoffice Air Mail service, resigned from Government work to become general manager last summer. Its board of officers carries the names of many well-known American industrial leaders. It consists of: President, Howard E. Coffin, former member of the Naval Consulting Board, vice president of the Hudson Motor Car Company, Detroit; Executive Committee Chairman, Clement M. Keys, president of the banking firm of C. M. Keys and Company, New York, and president of the Curtiss Aeroplane and Motor Company, Inc., Garden City, L. I.; First Vice President, Charles L. Lawrence, president of the Wright Aeronautical Corporation, New York; Second Vice President, Wayne Chatfield-Taylor, of the banking firm of Marshall Field, Gloré, Ward and Company, Chicago; Third Vice President, Eugene W. Lewis, president of the Dime Savings Bank, Detroit; Secretary, Carl B. Fritsche, general manager of the Aircraft Development Corporation, Detroit; Treasurer, John J. Mitchell, Jr., Assistant Cashier of the Illinois Merchants Trust Company, Chicago, and son of the president; while other Chicagoans financially interested in the N. A. T. are: Earle H. Reynolds, Lester Armour, Philip D. Armour, Philip K. Wrigley, Charles F. Gloré, W. Philip Swift, John R. Thompson, Jr., and Robert P. Lamont. Marshall Field is one of the former residents of Chicago in the group.

Write 100 words!

with a
SEMI-HEX

Pigs may be pigs but there is a difference in pencils. Write 100 words with a Semi-Hex to prove it. Get the feel of its perfect balance, the finger comfort of its rounded corners. Note the smooth, easy writing of its long-lasting lead. Compare it with any other pencil on any basis. Semi-Hex is "the pencil incomparable." It deserves to be your favorite writing instrument.

GENERAL PENCIL CO.
INCORPORATED
Jersey City New Jersey

R. H. LLOYD
Southwestern Representative
316 Simpson-Whiteman Bldg. Dallas, Texas

CITY LOANS

UNLIMITED FUNDS

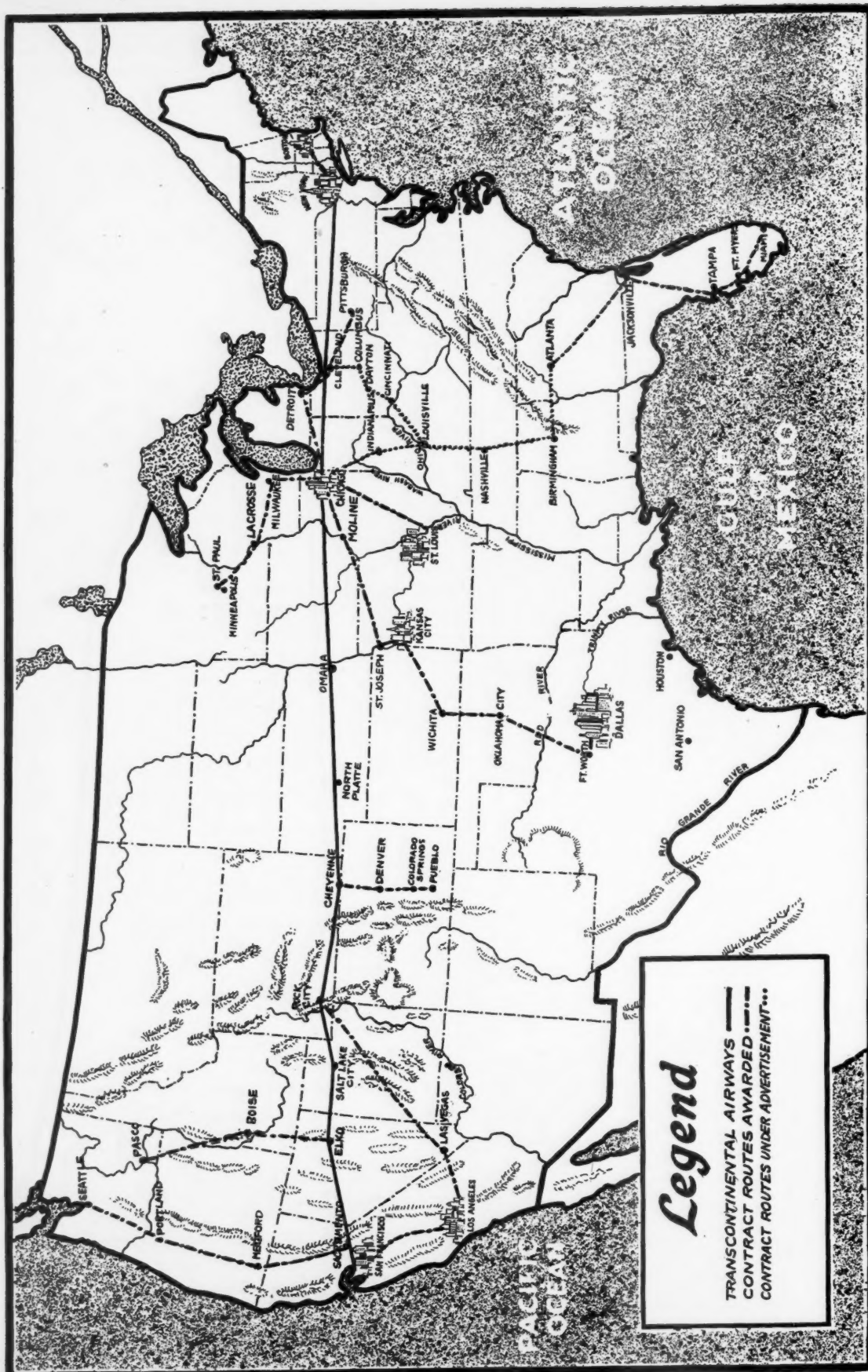
At 6% and up

To Loan on Dallas Business and Residence Properties

John Hancock
LIFE INSURANCE COMPANY

E. H. DAVIS, Loan Agent-X-4557

802 SOUTHWESTERN LIFE BUILDING



The Transcontinental Route is the only one operated by the Government. The contract routes are run by private concerns and the airways shown by dots are those proposed and upon which bids have been asked.

After First Great Splash

(Continued from page 9)

reduction in inventories when orders for fresh stocks can be dispatched so speedily, are heavy contributors throughout the Nation.

The wholesaler, the jobber, the up-to-date retailer, with their buyers constantly in Eastern markets, can quickly realize the advantage in being able to furnish these buyers complete, detailed inventories, with instructions and suggestions heretofore unavailable—and at a speed comparative with the night letter—to say nothing of the great saving.

Here Comes The Bride

ASSUME, for example, a fashionable wedding: By Air Mail the latest Parisian importations are available; by ordinary channels they are not. You may be married, but weddings affect you, just the same, for the participants are prospective customers in a hundred new fields—one of them yours.

The cost: This is important. But it is also a relief, for the cost is comparatively cheaper than any other mode of transportation. To bear this out, a chart of costs and time saved on ordinary mail has been prepared. (See page 16). Where the word "cost" should properly be considered is: What will it cost us NOT to use the Air? Air Mail is here to stay, and the concern which adjusts its communication to the new order most quickly will be the concern which leads in other things, for the broader the vision, the more rapidly will this new service be appreciated.

Fly Your Mail

THE value of time is the use that is made of it," said Aesop, Jr. The Air Mail slogan, "Time Flies, Save Time—Fly Your Mail," is not the usual hackneyed, much-abused catch phrase. It is significant, for it is a real sermon in sound economics. The schedule referred to above bears this out. If you will apply this to your business, you will truly "Think of distance by hours in the air."

Insurance rates and registry fees for Air Mail are identical with those for other classes of mail transportation. And, to quote Mr. C. W. Post, for whom our own Post, Texas, is named, "There's a reason—THE SAFETY FACTOR!"

Let's diverge for a moment to see what Uncle Sam can tell us about this. He says: "The relation between reliability and traffic is intimate. The belief that transportation by air was unduly hazardous was a handicap which the Postoffice Department had to overcome. The most effective argument was past performance. It is found that during three years of flying, including day and night, winter and summer, storm and fair, in which 5,783,628 miles were flown and 159,843,096 letters were carried, only 125 pounds of mail—approximately 5,000 letters—were destroyed." If the time ever arrives when railway or

steamship carriage can equal this record for safe delivery, a new era will indeed have dawned. And remember—it is rather difficult to pilfer Air Mail.

Dallas has been handicapped by lack of waterways. Nature has a tendency to compensate for such oversights, so she endowed Dallas with a countryside that is literally one gigantic landing field, and placed it strategically at the center of logical airways. Dallas can either be prodigal with this resource, and remain mediocre in aviation, or she can capitalize it and become Mistress of

the Air. The question then is, gentlemen, To Use, or Not to Use—

THE AIR MAIL.

Texas uses more fuel oil and natural gas as fuel for generating electricity than any other State. In October of last year 1,299,017,000 cubic feet of gas was so used and 187,255 barrels of fuel oil.

Texas has the largest primary wool market in the world. It is at San Angelo.

KAHN'S SOUTHWEST'S LEADING STYLISTS KAHN'S



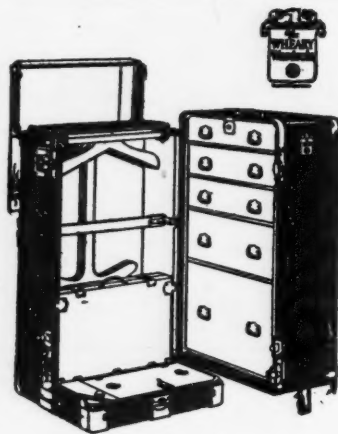
Fifty-two years ago—and now

Time passes. Fifty-two years ago the Pony Express had just given way to the railroad in the carrying of mail. Dallas was a small village—E. M. Kahn & Co. a small store.

We progress. Today we have the Air Mail, covering a distance from dawn-to-dusk that once took weeks. And today finds E. M. Kahn & Co. keeping pace with the progress of the Southwest—giving more and serving better as the years pass.

E. M. KAHN & CO

Main and Elm at Lamar



Take a Wheary Wardrobe Trunk With You on Your Vacation

*You'll Find it a Useful
and Dependable Trav-
eling Companion*

PRICES IN KEEPING WITH QUALITY

PADGITT BROS. CO.

1014 Commerce Street
DALLAS

First Aerial Good Will Tour

(Continued from page 8)

day's sun attained its fullest brilliance.

Many cheery hands went up in goodbye, as the pilots started propellers whirring and the loaded planes smoothly pierced the stilly air. Every man had been on previous flights, so there was no "air-sickness," no fright, not even a quiver of discomfort, except L. G. Matthews of the Dallas offices of the National Air Transport Company, Inc., who started off wearing a heavy fur-lined coat and who wound up in Houston showing the effects of a Turkish bath in perspiration.

The three hours' voyage to Houston was accomplished delightfully, with the beautiful rolling country of the heart of Texas under the flyers' gaze. Citizens of many towns and villages turned out along this lap of the journey, as elsewhere later, to look up at the speeding caravan as it went over some places to which the brief time schedule would not permit of visits.

At Houston, city officials, the postmaster and Chamber of Commerce representatives greeted the Dallas party. A luncheon was tendered the visitors at the Houston Club, after which "Miss Houston," a reserve ship of the air mail service, was christened.

Everything went along pleasantly, except that Curtis Vinson, of The Dallas News and The Dallas Journal, thought for a few minutes someone had stolen his watch, until he found it just where it was left a short time before, so the fellows accused him of killing time.

A letter to the Houston postmaster from John Philp, postmaster at Dallas, advising of the inauguration of the air mail service, was delivered. Similar messages were extended to the postal officials at Cisco, San Angelo and San Antonio.

The afternoon flight to San Antonio from Houston was refreshing and dinner in the Alamo City that night marked the close of an eventful day. The planes parked at Kelly Field were the center of interest for army men, who clambered into the pigeon plane which will be used for carrying mail. This plane was one of the several types represented in the Dallas contingent.

Early the second morning of the trip, "Miss San Antonio" was the christening given this pigeon plane. The ceremony was extensive and afterwards the Dallas flyers, with an escort of army planes, circled over the field while movies were made from one of the ships.

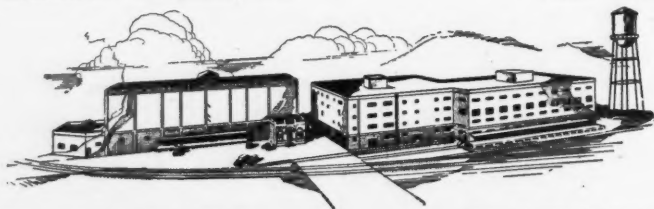
Over the hills to Austin the aviators went, making a brief pause at the capital city, where a Chamber of Commerce committee welcomed them and inspected the mail planes. At Temple another group of citizens were on hand when the flyers stopped for a visit.

Waco was the noontime stop. Chamber of Commerce officials were on hand to escort the distance-vanishers to luncheon at the City Club,

COLD STORAGE Morgan Warehouse & Commercial Company

Houston St. at McKinney Ave.

Phone Y-3723



Sharp Freezer and Cooler Service

Moore Ventilating System

A new and commodious building to lease, in whole or in part.
Warehouse space arranged to suit.

Brokerage, Merchandise and Beverage Division.
General storage and distribution accounts solicited.

where there was an informal exchange of greetings. There B. B. Owens, who flies in a straw hat and a linen duster, and Dr. J. H. Smart joined the party, representing Dallas postal authorities.

After the enjoyable visit in Waco, the planes turned their noses toward Brownwood, where at eventide a large throng bid them welcome. The motors were kept running, though, while the planes briefly paused at the field there. San Angelo was ahead and there another large aggregation met the aerial tourists. One of the liveliest parties of the itinerary was staged in San Angelo, with business men and city officials as hosts.

The third morning began with a flight to Abilene, where a field crowded with citizens witnessed a generous welcome as the planes landed. The West Texans showed their hearty chivalry by urging the aviators to remain for lunch, but that was waiting ahead at Cisco, which was the next stop. One of the largest throngs the tourists had seen was the spectacle they observed at Cisco, where a bountiful dinner was served. Several impromptu addresses of welcome and appreciation were delivered around the banquet board.

On the homeward trip that afternoon, some of the flyers paused at Mineral Wells and others at Fort Worth. The three days closed with safe return on the evening of April 30 to Love Field. When the planes were being unloaded, the flyers were surprised to find six quarts of milk which had been donated them in San Angelo were still safely encased in one of the planes. Coming back into Dallas with the original starters were Curtis Keen and Joe Noyes, both of Dallas, who joined the trippers at Abilene.

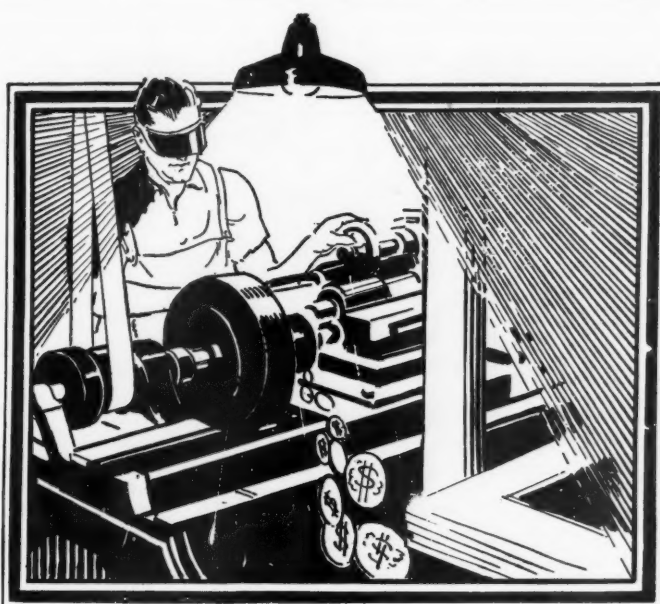
Completed without a single untoward occurrence in the air, the trip proved the feasibility of postal flying service and, incidentally, advertised Dallas to the entire Southwest.

Oil companies provided a plentiful supply of high test gasoline at fueling places all along the route, which had been shipped to these places well in advance and enabled the trip to be achieved on schedule. Lieutenant W. C. Morris, airways officer at Love Field, as the representative of the United States Army, designated to lead the flyers, performed his part nobly and steered a clear, safe course.

The trip was free of stunt flying, which takes its annual toll in deaths. It showed the practical safety and security of straight, sober air travel and obtained the approval of the Southwest for the new air mail service offered in Dallas.

Persons making the entire trip included: Lieut. W. C. Morris, Tom Hardin, Pete Taylor, D. A. Askew and H. G. Kindred, pilots; Robert J. Smith of the Dallas Chamber of Commerce; L. G. Matthews of the National Air Transport Company, Inc.; and Fred Fruter, business manager of the Southwestern Retailer, chairman.

Curtis Vinson, of the Dallas News



Better Light in the Factory

FACTORY executives often associate good lighting with high installation costs and increased operating expenses.

The truth is that good lighting may usually be obtained and maintained at a very reasonable cost.

Proper lighting consists of steady, adequate general and direct illumination designed to avoid shadows, glare and too great contrasts in intensity.

To have correct lighting use lamps of the proper wattage, equipped with suitable reflectors, evenly spaced and mounted at the right height.

Our Lighting Engineers will gladly discuss your problems and make recommendations without obligation

DALLAS POWER & LIGHT COMPANY

D·P·and L·
"ELECTRIC SERVICE"

X-9321

Interurban Building

It's the Follow Thru That Counts

Whether it be golf or in the game of life—the follow thru will give you distance and the proper direction in your drive.

Let us help you to take the "proper stance" in solving your insurance problems.



A. C. Prendergast & Co.

A Departmentized Insurance Agency

REPRESENTING

The Travelers Insurance Co.

REPUBLIC BANK BUILDING



The Baker Hotels

T. B. BAKER, President

Standards of hotel service, courtesy and accommodation.

"Each the Center of its City"

The Baker
Dallas

The Texas
Ft. Worth

The Austin
Austin

The Gunter
San Antonio

The Menger
San Antonio

and The Dallas Journal, went as far as Houston. At Waco the original personnel was augmented by the arrival of B. B. Owens and Dr. J. H. Smart, representing John Philp, Dallas postmaster. A newspaper man also got aboard at Waco. Joe Noyes and Curtis Keen, both of Dallas, made the last lap of the trip from Abilene to the home city.

Will This Be Dallas?

(Continued from page 11)

two days and half to make the trip. It took us about fifteen hours and, as everybody knows, this is almost a daily routine to many people.

"It was a rather hazy day, and before Dallas dropped out of sight we encountered a great cloud-bank. We kept climbing in order to get above it, and all the rest of the way we flew at an altitude of about seven thousand feet. For nearly an hour we were above a sea of clouds that cut us off from the world below, so that it seemed as though we were somewhere far out in space, like a meteor going from one solar system to another.

"If it hadn't been for the tourists riding in the luxurious enclosed cars of the two planes speeding alongside, we should have had nothing to remind us of our connection with Mother Earth. But, as it happened, we did have a pleasant reminder. The tourists kept waving at us, and "Hank," who is an adept at aerial sign language, kept up a running conversation by means of expressive gestures with a smart and apparently voluble "flapper" in the express plane nearest us—voluble with her big eyes, anyway—as we sailed from one cloud peak to another.

"We reached New York on schedule and as soon as I have another chance I will tell you of the many wonders that I have seen in this, the biggest city in the Universe.

"Remember me to Margaret and the kids.

Sincerely,

Jonathan."

The foregoing has a strong tinge of the art of Jules Verne, hasn't it? Yet all this happened—not in 1931, but in 1926. Of course, it didn't happen in Dallas but it won't be long before it does. The report of the mythical president of the Amalgamated Airline, Inc., is nothing more nor less than extracts from the official world transportation agencies in 1926—taken from the report on civil aviation by the Joint Committee of the United States Department of Commerce and the American Engineering Council.

And the equally mythical letter of Jonathan Due is copied—verbatim—from the description given by the World Fliers of their trip from Paris



The Air Mail Service

is revolutionizing our postal system no more effectively than we are putting a new meaning into the writing of

Automobile Insurance

We inject the note of economy into sound insurance that pays losses promptly and cheerfully. Call X-9331.

Employers Casualty Co.

A stock company that shares profits with policyholders

Homer R. Mitchell, V. P. & Gen'l Mgr.

W. B. Head, President

Interurban Bldg.—Dallas

to London, with only such changes as were necessary to lay the setting in the United States.

Any of you who may think that aerial transportation is not a lusty, growing infant should read the most remarkable true story of adventure year—"The First World Flight."

A Few Tips

THERE is no reason to doubt but that the air mail and express business of Dallas will soon become an important element in our transportation facilities and, although the transportation of passengers over regularly established air lines may still be five or ten years off, the day is certainly coming.

In the March, 1926, issue of the "Aero Digest," Armin DeMuth of New York announces transatlantic service between New York and London, via the Azores, to start in the spring of 1927. Fifty passengers, freight and mail will be carried "with a guarantee of safety and ocean liner comfort." Should this particular venture prove a success, Dallas would be approximately 38 air hours from London.

Again, there is no reason to doubt that a direct non-stop flight from Dallas to almost any principal city of the world will be theoretically possible in the near future. According to E. A. Lehmann, second officer to Doctor Eckener on the transatlantic flight of the Los Angeles, the dirigibles of the future will be two and three times the size of the gigantic craft now in use, with a cruising radius of 10,000 miles.

So far, we have considered the airplane strictly from the standpoint of collective transportation. Possibly, and probably, the airplane, from the standpoint of individual transportation, will have an even greater effect on the local changes which will be seen in Dallas. Today, some planes are capable of traveling at twice the speed of the wildest hurricane that ever laid waste our country, and ordinary planes with a speed of 150 miles an hour and over will be commonplace in a few years.

Giving Wings to Henry

LIGHT planes are already being developed which can compete favorably with the automobile. One of these, that recently won a number of prizes, weighs only 310 pounds, has a 17 h. p. motor, travels at 76 miles an hour on a fuel consumption of 1.4 gallons, almost three times the gasoline mileage of most automobiles.

An increasing demand for light, personal airplanes will be felt as the safety factor—already far advanced—is more generally recognized. With demand will come quantity production and then, if you desire, you may own a nice country estate a hundred miles from Dallas and fly to work in 45 minutes.

It is interesting to wonder if these planes of the future will have such a low landing speed that a platform on top of two or three large buildings

(Continued on page 30)

WILL A. WATKIN CO.

"44 Years Leaders in Music"

Headquarters for

Pianos

Panatrope (Authorized Dealer)

Radiolas (Authorized Dealer)

Ampicos (Authorized Dealer)

Pipe Organs

1207 Elm Street to 1206 Pacific Avenue



**You Can
Point with Pride
to the Victory-
Wilson label
in your suits,
men. It's your proof
that you are wise
enough to buy
where you get
best values!**

Looking Dallas and the Southwest Over



BASIC conditions throughout the Southwest are sound. Business reports, if only superficially examined, would be rather depressing, but there is absolutely no cause for pessimism. The best season in years is in the ground—a good indication of a successful agricultural year. Good crops in this territory mean good business. Conditions in Dallas are practically a carbon copy of last year—and last year was the greatest Dallas ever experienced.

REAL ESTATE TRANSFERS—DALLAS COUNTY

	1925	1926
January	\$ 7,132,127	\$ 7,288,594
February	6,620,472	6,265,481
March	7,447,307	7,806,397
April	7,086,458	6,604,704
Sub-Totals	\$28,186,364	\$27,965,177
May	8,992,467	
June	9,197,746	
July	6,540,717	
August	7,791,921	
September	6,111,213	
October	6,865,171	
November	6,835,639	
December	8,204,331	
Totals	\$88,725,569	

BANK CLEARINGS

	1925	1926
January	\$ 226,468,080	\$ 240,544,209
February	208,232,270	200,387,789
March	216,997,448	215,684,325
April	181,438,574	182,010,737
Sub-Totals	\$827,236,317	\$827,395,362
May	166,792,239	
June	177,510,437	
July	184,530,172	
August	178,289,499	
September	241,091,583	
October	288,792,035	
November	246,879,294	
December	250,708,344	
Totals	\$2,556,829,920	

DEBITS TO INDIVIDUAL ACCTS.

	1925	1926
January	\$236,899,000	\$ 254,109,000
February	208,672,000	207,691,000
March	219,668,000	215,835,000
April	184,462,000	192,282,000
Sub-Totals	\$844,601,000	\$848,628,000
May	175,781,000	
June	184,294,000	
July	184,649,000	
August	168,769,000	
September	211,992,000	
October	265,837,000	
November	235,196,000	
December	255,396,000	
Totals	\$2,526,514,000	

POSTAL RECEIPTS

	1925	1926
January	\$ 285,183.15	\$ 306,328.98
February	272,484.66	303,478.65
March	281,863.02	326,430.53
April	263,172.89	296,782.32
Sub-Totals	\$1,102,703.62	\$1,233,020.48
May	246,524.66	
June	263,380.62	
July	244,428.75	
August	256,293.17	
September	297,460.69	
October	338,438.08	
November	323,721.53	
December	382,214.58	
Total	\$3,455,165.70	

BUILDING PERMITS

	1925	1926
January	\$ 2,903,070	\$ 1,265,509
February	2,147,552	1,937,580
March	2,058,841	2,122,435
April	3,343,282	1,405,687
Sub-Totals	\$10,452,745	\$6,731,211
May	3,804,113	
June	1,649,972	
July	1,990,346	
August	1,496,753	
September	2,611,204	
October	2,289,490	
November	1,827,107	
December	2,307,828	
Total	\$28,379,558	

WATER METERS

	1925	1926
January	46,823	51,762
February	47,175	52,123
March	47,675	52,522
April	48,210	52,823
Sub-Totals	48,666	
May	49,010	
June	49,664	
July	50,162	
August	50,538	
September	50,840	
October	51,211	
November	51,542	
December		

Greater Dallas

\$34,849,558

GAS METERS

	1925	1926
January	51,380	57,559
February	51,847	57,982
March	52,107	58,355
April	52,364	58,805
May	52,680	
June	53,005	
July	53,416	
August	53,855	
September	54,475	
October	55,482	
November	56,311	
December	57,107	

ELECTRIC LIGHT CONNECTIONS

	1925	1926
January	50,007	55,256
February	50,400	55,573
March	50,748	55,796
April	51,161	56,141
May	51,618	
June	51,882	
July	52,168	
August	52,619	
September	53,463	
October	54,242	
November	54,646	
December	55,007	

TELEPHONE CONNECTIONS

	1925	1926
January	54,190	60,982
February	54,756	61,430
March	55,196	62,023
April	55,725	62,652
May	56,413	
June	56,518	
July	56,661	
August	57,189	
September	57,582	
October	59,601	
November	60,048	
December	60,555	

We are indebted for the statistics shown on this page to: Dallas Clearing House Assn.; Federal Reserve Bank; Commercial Record; Postoffice; Building Inspector; Dallas Power & Light Co.; Water Department; Dallas Gas Co.; Southwestern Bell Telephone Company.

Membership Growing

(Continued from page 14)

Moe-Bridges Company of Texas, James S. Dean; Lighting Equipment—Who'sale Lighting Equipment Mfrs.; 700-702 Elm Street.

Moise & Millis, Inc., C. T. Millis; Hosiery Mfrs., agents; 905 Commerce Street.

New York Central Lines, M. A. Greding; Railroad Companies and Officials; 1207-8 Southwestern Life Building.

Oriental Rug & Carpet Cleaning Co., H. M. Amirkhan; Rug Mfrs. and Renovators; 3907 Ross Avenue.

Paulding Credit Company, E. J. Baxter; Loans and Investments (Financial); 1809½ Main Street.

Clark A. Peterson, Jewelry Manufacturers; 103 Field Street.

Andrew J. Priest; Attorney; 405 Mercantile Bank Building.

Red Rowlett Cadillac Rent Service, A. D. Rowlett; Taxicabs; Interurban Station.

Reed Music Company, Wm. H. Reed, Jr.; Band and Orchestra Instruments and Supplies; 1311 Elm Street.

The Regina Corporation, J. P. Orr; Vacuum Cleaners and Polishers; 606 Central Bank Building.

Rival Safety Razor Corporation, J. F. Barry, Vice President and Manager; Safety Razor Mfrs. and Machinery and Tool Mfrs.; 2813 Elm Street.

O. S. Shelton, (Kokomo Steel & Wire Company); Steel & Wire; 1512½ Main Street.

Southern Properties, Inc., Ralph H. Irvine; Ice Manufacturers; 811-12 Wilson Building.

Stevens Sandwich Shop, W. W. Stevens; Restaurant and Cafe; 110 Murphy Street.

Texas Building & Loan Association of Dallas, S. S. Baker; Building & Loan Associations; 804 Wilson Building.

Thompson's, John R. Thompson; Restaurant and Cafe; 1520 Main Street.

Thompson Sausage Company, Z. T. Thompson; Meats—Wholesale and Retail; 2311 Jimtown Road.

Tokheim Oil Tank & Pump Company, Robert M. Heinbuch; Oil Tanks and Pumps; Gasoline Pumps; Santa Fe Building.

John B. Tomson Transfer & Water Company, John B. Tomson; Water—Mineral and Electrified; Transfer Company; 2227 Cora Street.

Trinity Storage & Warehouse Company, R. E. Abernathy, Mgr.; Warehouse Company; 3201 Worth Street.

J. G. Watts; (Toastwich Shop) Sandwich Shop; 105 North Akard Street.

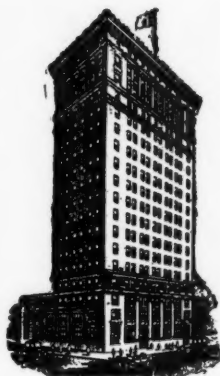
Weber's, O. H. Ray; Jewelers—Retail; 1108 Main Street.

Western Metal Manufacturing Company, Karel A. Smith, Vice President; Iron Gates, Vales, Flumes and Highway Guards; 3219 Parry Avenue.

Worden-Henry Company, W. H. Worden; General Contractors; 627 Kirby Building.

Worth Cafe, George A. Mills; Restaurant and Cafe; 1014 Main Street.

Zenith Cleaning & Dyeing Company, T. E. Milholland; Cleaning and Dyeing; 109 N. Carroll Avenue.



"Constructive Banking Since 1875"

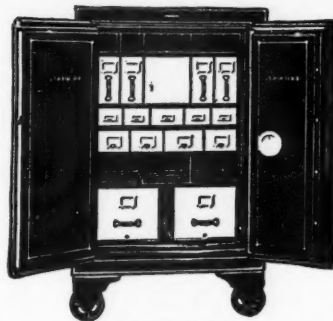
THE American Exchange National Bank, with its world-wide affiliations and its ability to handle transactions of a size unimaginable in the Southwest even ten years ago, furnishes perhaps the most striking evidence of the continued growth of Dallas as a financial center.



AMERICAN
EXCHANGE
NATIONAL
BANK

Capital, Surplus and Profits
\$9,000,000

Are You a Business Gambler?



THE NEW
Herring-Hall-Marvin
SAFE

Are you taking chances with your business records which can not be replaced? Are you risking the whole future of your concern in case a fire should come? You ought to have a Herring-Hall-Marvin Safe on the job right now. It will keep records safe.

ABBIE BROTHERS

1914 Main Street

Dallas, Texas

Unity of Idea Unity of Purpose



The Stamp of
Effective Printed
Salesmanship

CHARACTERIZE Johnston-built printed salesmanship, whether it be a single piece or an entire campaign, effected through the organized efforts of a complete organization—to produce results.

¶ Fifteen years of result-producing printed salesmanship is a good criterion for what we can do for you.

JOHNSTON
Printing & Advertising Company

Graphic Arts Building • • Call T-2122

DALLAS



*"Use pictures
in your story
and you leave
nothing untold"*

AAA

A.ZEESE
ENGRAVING CO.
DESIGNERS
ENGRAVERS
ELECTROTYPERS

PHONES X 1297-B ~ 105 N. MARKET
DALLAS

Let Natural Gas
Solve Your Fuel
Problems



**Lone Star
Gas Co.**

SOUTH'S LARGEST
WHOLESALE OF
NATURAL GAS

First Aerial Good Will Tour

(Continued from page 27)

will suffice, or whether the plane will be like those now advertised in California—a combination automobile and airplane. According to the announcement of the company which plans to make them, you can keep it in your garage at home; drive to a flying field, spread the wings, and tell the eagles to go hang.

Then again it may be a combination helicopter and airplane, and when you come to town just park it from the top down instead of from the street sideways, as at present.

Yes, there are many wonderful things to be seen yet. Some people sorrow for the youngsters of today who cannot thrill over the coming of the telephone, the automobile and the airplane, but there will be plenty to marvel at when Dallas has a retail trading area of three hundred miles; when McKinney and Marshall touch the city limits; and downtown Dallas real estate prices call to mind those good old days in 1926 when you could buy a front foot for a few odd thousand dollars.

Wanted—A Ford

(Continued from page 13)

there was in existence an active airplane industry, employing about 27,000 workers, with a reported production capacity of 21,000 planes a year. In November, 1925, the industry reported about 4,000 workers and a normal production capacity, with the above workers, of about 1,200 planes a year.

"The reason for this condition is not far to seek. The air craft industry was created under stress of war. It was allowed largely to disappear after the armistice because it was regarded primarily as a military adjunct. The failure to formulate and put into operation a continuing aviation policy resulted in a practical cessation of production and the industry was left to liquidate or to make other drastic readjustments.

"The withdrawal of the capital invested in the industry, the scattering of engineering talent and scrapping of machinery, have deprived the nation of a source of supply for military requirements, and lessened the facilities for designing and manufacturing commercial types of aircraft.

"The interest of the aircraft industry should be primarily commercial. By necessity up to this time it has been almost wholly military.

"Until markets here and abroad for American commercial aircraft are further developed, the primary support of the aircraft industry must continue to come from the United States Government. This support should be specifically directed to assist the industry to establish itself upon a basis which will enable it to derive most of its business from the public and not from the Government.

"Aircraft designing is expensive

*More
Sales!
More
Profits!*

It isn't what you send out—
it's what comes back in the
shape of orders that deter-
mines whether your mul-
tigraphing is good, bad or
indifferent.

Pool Multigraphing will
shorten the distance be-
tween you and your cus-
tomers.

Let us help break down the
walls of sales resistance so
as to secure, for you, More
Sales and More Profits.

**Pool
Multigraphing
Company**

823 Santa Fe Building

X 7057

and is not subject to adequate patent protection.

"The design, construction and major repair of civil aircraft by the Government discourages the industry with which the Government should be co-operating rather than competing.

"The Committee finds that, notwithstanding past and present handicaps, the industry has survived and made creditable progress under the adverse conditions it has encountered. There is no doubt that under really favorable conditions its great possibilities will be realized."

The demand for airplanes is rapidly increasing and Dallas is in a position to take the lead among American cities as the center of the industry. This will be accomplished through an increased interest taken by the people of Dallas in aviation, an appreciation of the benefits of flying in reducing the time between distant points, and in the recognition of the industry by those who are seeking investments.

Whether Dallas or some other city will be the air-Detroit of the future will largely hinge upon our own attitude toward not only the actual manufacture of planes but toward aviation as a whole.

Aerial Surveying

AT a time when most of the branches of commercial aviation are struggling for a foothold on the rungs of the business ladder the new art of making maps and surveys from the air is doing a yearly business of a million dollars.

The largest concern of this nature is the Fairchild Aerial Surveys, Inc., whose Southwestern business is handled from Dallas. Lloyd M. Long is the Dallas manager and he is very successfully bringing up this "infant industry."

His concern is a subsidiary of the Fairchild Aerial Camera Corporation which operates throughout the United States, Canada and Mexico. The cameras developed and patented by this organization are official equipment for the United States and Brazilian Governments.

The Fairchild Aerial Surveys, Inc., have conducted extensive surveys throughout this territory. Many of the remarkable pictures taken by Mr. Long have been shown in "Dallas" from time to time.




Buy Your Desks and Chairs from ASKEW Office Furniture Exchange
310-12 N. AKARD ST. - PHONE Y1220

Going Up In Smoke

IN coal-burning factories, over 200 ingredients float out the chimneys in smoke. Among them are creosote, benzol, tar, gas, ammonia and other valuable things that are needed in the world's coal-tar industries.

This sacrifice does not need to happen in Dallas since the city has an untouched fuel that is 100 per cent usable. This explains your famous pure blue skyline.

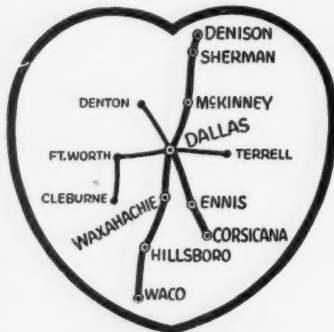
The Dallas Gas Company

Your natural gas has over 1,000 British Thermal Units per cubic foot. An internal combustion engine takes only ten cubic feet of it, or less, to furnish one horsepower per hour.



Interurbans

—best transportation serving
the heart of Texas!



Changes in Advertising Circles

W. S. LORING, for the last eight years merchandise manager of Dreyfuss & Son, has gone into the agency business and opened an office in the Athletic Club Building. Mr. Loring has been associated with advertising work in Dallas since 1907, in which year he was advertising



WM. S. LORING



F. H. JASPAS

manager of the Trade League Journal, the first publication to feature the Dallas market. He was later connected with the real estate firm of Hann & Kendall, developers of Junius Heights, the old Country Club addition to Oak Lawn, Rosemont, Sunset Hill, and various other Oak Cliff subdivisions.

Mr. Loring will handle the accounts, as heretofore, of the Flippen-Prather Realty Company; Fakes Furniture and Carpet Co., and Dreyfuss & Son.

The First Exclusive Insurance Advertising Service in Texas

AFTER spending twelve years in the selling and advertising of life, fire and casualty insurance in

United Adv. Corp.

Of Texas

STANDARDS OF PRACTICE

This is a brief summary of the Standards of Practice adopted by the Outdoor Advertising Association of America as a part of its constitution and by-laws.

1. No structures to be erected which will be considered a hazard to traffic.
2. No structures to be erected on purely residential streets.
3. No structures to be erected which mar or impair scenic beauty.
4. No structures to be erected within the limits of state or municipal highways.
5. Structures to be erected only upon land owned or leased by member companies.

Preparation of Copy

1. No copy to offend moral sense of public.
2. No copy which infringes on or induces violation of the Constitution of the United States or any laws or ordinances thereof.

United Adv. Corp.

Members Outdoor Advertising Association of America

Dallas Poster Advertising Co.

Texas and other southern States, F. H. Jaspas, of Dallas, has established a specialized advertising service agency for insurance companies of all types operating on the agency basis. By reason of having had many years actual selling experience, not only in the field of insurance, but with financial concerns of various types, Mr. Jaspas is peculiarly fitted to serve his clients in a resultful way. His agency is already handling several large accounts in Texas, using insur-



KENDALL B. McCLURE

ance journals, newspapers and direct-by-mail methods.

Hope-Mills Expands

KENDALL B. McClure has joined the Hope-Mills Advertising Agency, according to an announcement made by David E. Hope of that agency. Mr. McClure was formerly with the Fisher Brown Agency of St. Louis, coming to Texas to enter the merchandising field.

C. T. Dean, president of the American Beauty Pass Book & Cover Company, has advised "Dallas" that the name of his concern has been changed to the American Beauty Company. The address is still 1701-5 Hickory Street, but after July 1st they expect to be in their new building at Orange and Collins Streets.

COSTS OF BUILDING CONSTRUCTION; COSTS, 1913, 100

Mch., '26 Feb., '26

	All Other States	All Other Texas		
Frame Construction	204	208	205	201
Brick-Wood Frame	214	201	214	199
Brick-Steel Frame	201	188	201	186
Reinforced Concrete	203	191	205	187
Average, all types	206	197	206	193

—The American Appraisal News.

M. M. MAYFIELD LUMBER

Elm and T.&P. Tracks All Phones H-2171

FRED A. JONES

Consulting and Constructing Engineer

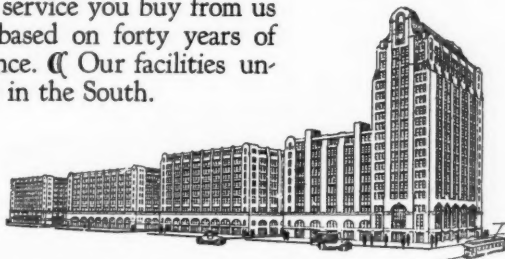
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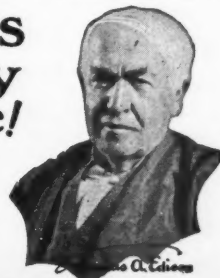
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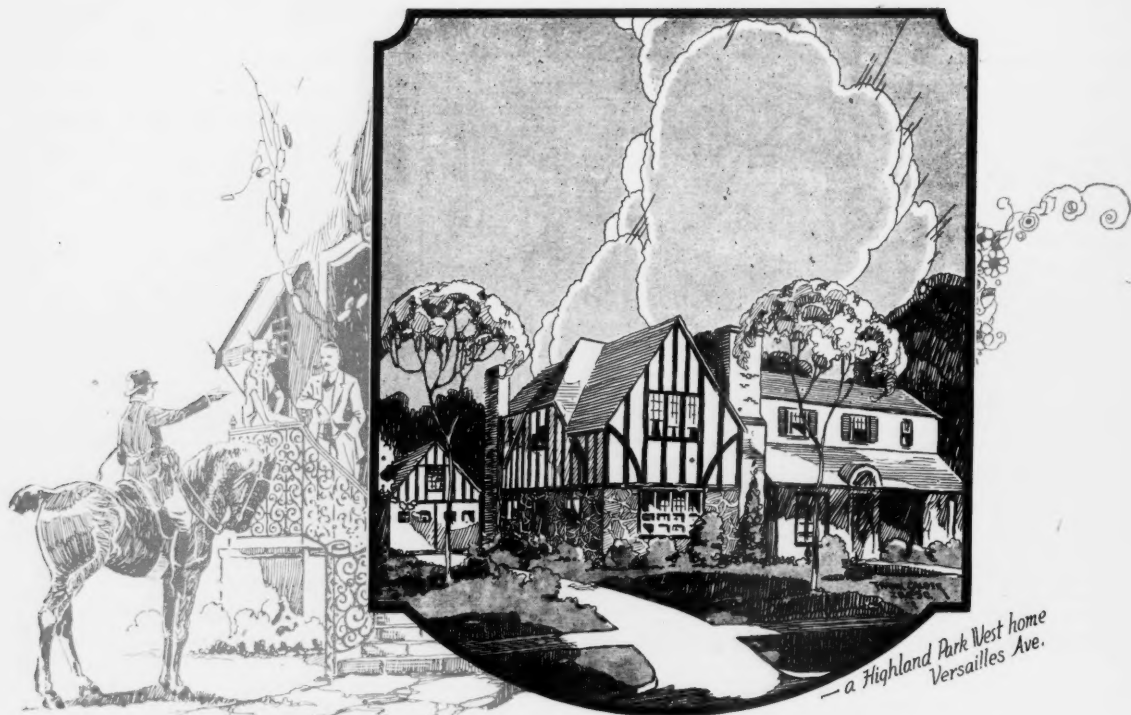
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